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Lansinoh Unveils ‘Breastfeeding around the World’ Photography Campaign

Global Leader in the Breastfeeding Market Debuts Campaign for Breastfeeding Awareness Month

Alexandria, VA (August 1, 2018) – [Lansinoh](#), a global leader in the breastfeeding market, announces the launch of its ‘Breastfeeding around the World’ photography campaign in honor and celebration of August’s Breastfeeding Awareness Month. This campaign further supports the company’s ongoing commitment to supporting breastfeeding mothers across the globe.

For this unique campaign, Lansinoh partnered with New York City-based photographer, [Tina Boyadjieva](#), who traveled to 18 countries, including South Africa, Uganda, China, Turkey, and Sri Lanka; photographing mothers from all demographics, social statuses, races and occupations, under the common denominator of motherhood and breastfeeding. Ms. Boyadjieva grew up in Bulgaria surrounded by strong and inspiring women, spent time in Italy where she cultivated her artistic education and aesthetics, and attended the International Center of Photography.

During each day of August, Lansinoh will be sharing the beautiful stories of different mothers from a different country, as depicted through Ms. Boyadjieva’s stunning photos, across all of its social media channels. By showcasing mothers from various cultures, countries, and circumstances, Lansinoh highlights the universal nature of breastfeeding and celebrates the connection of motherhood regardless of geographic boundaries.

“For the past 30 years, Lansinoh has been dedicated to providing all mothers with access to the support and resources they need to help them reach their breastfeeding goals, which is why our products are currently available to moms in nearly 60 countries, said Kevin Vyse-Peacock, CEO at Lansinoh. “This year we decided to build upon this mission by sharing the stories of mothers from various backgrounds and geographical locations to highlight how, even though every mother has a different journey, they are all united in the undisputed love and dedication they have in caring for their baby.”

“Ms. Boyadjieva is a strong believer in international and interracial inclusiveness, respect, equality and women power, and aims to demonstrate all of the above in this campaign through her captivating images, and we could not be more grateful for her be a part of this campaign as she helps to bring the stories of every mother interviewed to life through compelling visual narratives,” Mr. Vyse-Peacock added.

For more information about Lansinoh, its dedication to breastfeeding moms everywhere and its portfolio of products, please visit www.Lansinoh.com.

ABOUT LANSINOH

Founded by a breastfeeding mom, Lansinoh has helped millions of mothers successfully breastfeed during its 30 year history. Famous for its award-winning Lanolin Nipple Cream, Lansinoh® offers a comprehensive range of nursing and pumping solutions in more than 60 countries. For more information, please visit Lansinoh.com, or connect with [@LansinohUSA](#) on Facebook, Twitter, Instagram, Pinterest, and YouTube.

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