

Wow!

AHMER KHOKHAR talks to a Corkwoman living in Australia, Sinead O'Donovan, who has produced the world's first post-pregnancy shorts

Make short work of mummy tummy

SHE'S only been in business for three months but already Cork woman Sinead O'Donovan has changed the lives of hundreds of post-pregnancy mothers around the globe.

The mother-of-three, from the village of Newcestown in Co. Cork, has risen to prominence in Australia to such an extent that her ground-breaking post-pregnancy recovery shorts — designed in conjunction with her Florida-based sister Carmella — have been featured on one of Australia's most popular current affairs programmes.

O'Donovan, a qualified nurse and sports podiatrist, came up with the idea of helping mothers and enlisted Carmella, a fashion designer, to help her create the new product.

Prior to Post-Pregnancy Recovery Shorts, the only option for women looking to hold in all those wobbly bits was to use Lycra, which frustratingly doesn't retain its elasticity after regular use.

In addition, other garments have not been designed with the post-partum mother in mind — seams are usually in inappropriate places!

"Post-Pregnancy Recovery Shorts is a global product to help women recover after pregnancy," O'Donovan said.

"We couldn't buy a fabric that would perform in the way we wanted it to so we made our own.

"Women describe the garment as like a second skin, providing support and gentle compression to the abdomen, Caesarean wounds, back, stitches to the perineum and upper thighs.

"The garment gives the new mother excellent core stability and it's not restrictive as it gently supports all the right areas and can be worn up to 23 hours a day.

"Another advantage is that it's a garment mothers can put away and keep for their next delivery."

Having given birth to four children by Caesarean section between them, the Cork sisters know all about the challenges facing women who are anxious to get back into shape post-pregnancy.

They spent up to 18 months working on the product and undertook two clinical trials with new mothers prior to launch of the shorts last year.

There has been little in the way of publicity but the power of the internet has helped snowball the business.

"Customers in Ireland and in the UK are purchasing our garment consistently," O'Donovan said.

"The internet is a powerful tool in that people who have worn the shorts have written material on 'mother and baby' sites and this in turn has led to other customers researching the product online.

"Getting orders by word of mouth has been great and appearing on TV has also been really beneficial."

Since November, the sisters have received orders from all over the world and O'Donovan, a former participant with the National Hurl-

MOTHER'S HELPER: Sinead O'Donovan, a mother-of-three from Newcestown, has risen to prominence in Australia with her ground-breaking post-pregnancy recovery shorts, below.



ing League, has also designed a sports version of the shorts for women exercising after pregnancy.

At €99 a pair, she insists the product is great value. "It's the same price as buying a cup of coffee every day for six weeks," O'Donovan said.

• For further information regarding the Post Pregnancy Recovery Shorts visit www.recoveryshorts.com.au

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