



Lara Hodgson

Are you a busy mom on the go? Yes. Well you probably have had many moments where you were out with your kids carrying your mommy-chic diaper bag full of baby bottles and formula packets. Adding formula to a baby bottle in a crowded department store doesn't mix well when you spill it all over your Banana Republic cashmere sweater. Well, two Atlanta women have come to your rescue with Nourish. Lara Hodgson and Stacey Abrams solved all busy moms' worries when they launched Nourish in June of 2009. Nourish is the first line of bottled water designed for young kids and babies.

Nourish has two products, Nourish Baby and Nourish Toddler. Nourish Baby is a patented, formula-ready bottled water for moms who need to mix formula on the go. It comes complete with eight ounces of purified spring water, volume measurements for accurate mixing of formula, a wide neck and room for the formula for easy addition and a ready-to-serve baby nipple top.

Nourish Toddler is a patented, spill-proof bottled water for kids. It comes complete with 10 ounces of purified spring water, volume markings for monitoring consumption and a spill-proof soft top. Both Nourish bottles are shaped for small hands to hold easily and are BPA Free and 100 percent made in the U.S.A.

Founder and mom Lara Hodgson created Nourish in mind when she had her son a few years ago. "When feeding time came, it was immediate and it was loud! As I fumbled to comfort my son, measure the right amount of water into the bottle, add the formula and serve, my stress level grew and spills were frequent. I decided there had to be a better way, so I developed the concept of Nourish Baby," says Hodgson.

When Hodgson's son turned one, she faced a new problem because her son had outgrown the bottle and always

Nourish

BY JEWEL HAZELTON

asked for her drink. So she created Nourish Toddler because it gave her son a healthy option rather than drinking a sugary fruit juice and is still spill proof because of its sippy top. "He loves his independence, and I love the fact that it can't spill in my car or on either of us when we are on the go. Best of all, now he has a healthy alternative to the immediate consumption beverages that exist for toddlers like juice boxes, flavored milks and drink packs," she says.

Have you wondered how they came up with the name Nourish? It was created by co-founder Abrams who did a great deal of thinking and research. When researching other bottled waters they realized one thing—that all bottled water brands are blue. So they immediately knew that they didn't want a blue bottle, but they wanted a color that stood for health and was not already tied to a major brand identity. So "Nourish Green" was developed. Nourish Green is a light green color that can be easily spotted anywhere. "So we wanted something that was serious but soft; something a customer could develop an emotional relationship with," says Hodgson. Nourish water is easy to spot with its clear bottle, bright green color and clear protective cap.

"Everything about Nourish is unique—the product itself (packaging, water from English Mountain Spring bottled at the source with a unique filtration process); the category—no one has ever developed an immediate consumption beverage for babies and toddlers; the team, with co-founders that have a business degree from Harvard, a law degree from Yale, a best-selling author of suspense novels, a former college heptathlete, a mom, a state representative, that is just the start. The other folks who are involved as members of Team Nourish are even more fascinating!" says Hodgson.

In the past few months the brand has continued to grow. When Nourish was first founded it started selling out of their homes and then was later distributed at the Atlanta airport. Now Nourish can be found online at www.nourish-inc.com as well as airports around the country including San Francisco, Orange County, Burbank, Long Beach, Palm Springs, Phoenix, Fort Lauderdale, West Palm Beach, Atlanta, Raleigh-Durham, JFK, LaGuardia, Newark. Nourish can also be found at specialty stores in Atlanta such as B. Braithwaite, The Mercantile, Le Petit Marche, The Baby's Room Norcross and Hello Atlanta. Hotel gift shops such as Sheraton Downtown Atlanta, Seagate Hotel & Spa in Delray Beach, Florida and Atlanta restaurants, Salsa Havana and Nirvana all sell

Nourish. Nourish was also featured at the 2009 Emmy VIP gift lounge and will be at the 2010 Golden Globe Awards.

Next up, Nourish hopes to have evolved into a line of products that are readily available across the U.S. and beyond. They hope to eventually sell Nourish in grocery stores and be found in non-traditional channels where parents often experience their most stressful Nourish moments (airports, entertainment venues, major hotels throughout the country...).

"Most importantly, I hope that Nourish products have helped children establish the healthy habit of drinking water and that Nourish has helped parents, grandparents, caregivers enjoy time with their children without the stress of arguing over spills and sharing of beverages," says Hodgson.

For more information, www.nourish-inc.com.



Nourish Baby