

Little Aussie company that's going places!



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Press Release Author: [Fertile Mind](#)

Industry: [Apparel & Fashion](#)

Press Release Summary: Fertile Mind began as a one product company back in 1998 when founder Christine Kininmonth invented the Belly Belt for her own pregnancy.

Press Release Body: **Belly Belt** expanded Christine's regular suits so she could continue to present the TV news while pregnant.



Since then, **Belly Belt** has been taken up by almost every maternity and baby store in Australia, and is in almost all department store chains.

Belly Belt has been a regular success story on television business shows and has been nominated as a finalist in business awards.

Christine and her business partner **Peter Hooker** have now expanded **Fertile Mind** to include many other innovative products, including their own design – the original **6WayDress** and clever nursing wear.

As well as hundreds of magazine articles, **Fertile Mind** was one of sixteen Australian companies selected for inclusion in "**Made in Australia**", a book about Australian entrepreneurship sponsored by IBM.

On the export front, **Fertile Mind** products are now in 25 countries!

Christine still continues her media career and is a judge on prime time **ABC TV's The New Inventors program**.

You can find out more about **Fertile Mind** by visiting the website - www.fertilemind.com - where you can see a full collection of products now available in the United States.

Web Site: <http://www.fertilemind.com/maternity-wear>

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