

# Bounty powers unique health and beauty website



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Press Release Author: [Bounty](#)

Industry: [Internet & Online](#)

**Press Release Summary: Bounty launches a unique new standalone health and beauty website for women**



Press Release Body: **Bounty**, the UK's favourite **parenting club** has developed a unique new standalone website for women. The site is designed to appeal to busy women, who have lost their way when it comes to health, wellbeing, fashion and beauty.

Research conducted by **Bounty** highlighted the opportunity for an empathetic [website for women](#), with the focus on interaction, helpful down-to-earth advice and real case studies from respected sources and each other.

A study of nearly 1,300 women conducted by **Bounty** shows that a woman's self confidence hits an all time low after having a baby. One

in two new mums admitted to feeling depressed by the way they look. A staggering 73% said they felt in need of a makeover and a quarter of mums said their partners rarely complimented them on their appearance.

Almost 60% of the 1,300 women who took part in the survey said that celebrities made them feel inadequate. Glossy magazines were also blamed for piling on the pressure, with 42% of women saying magazines made them feel less confident about the way they look.

Nearly 80% of mums said they needed [fashion and beauty](#) advice on how to dress for their post-baby shape and how to put a fashionable look together. One in two wanted help to create a working wardrobe.

The research proved pivotal in developing the initial concept for the site. **Andrew Thomas e-business director of Bounty** explained:

*"Despite the need for support and down-to-earth advice, there simply isn't anything out there delivering this type of information in an engaging and relevant way. Women don't know where to turn for advice they can relate to which explains why 85% says they would be very interested in a health and beauty website with a more practical edge."*

Thomas is confident that [Looking Good Feeling Great](#) will be a big hit with many women and provide health and beauty brands with a unique outlet for reaching their audience.

*"Our website has been designed to help all women retain their identity and stay empowered. It's a very exciting development for **Bounty** and a fantastic opportunity for brands to reach their consumers in a totally empathetic environment."*

Notes to editors:

### **About**

**Bounty**, the UK's favourite parenting club, has been supporting mums since 1959 by providing trusted information, advice and product samples.

### **Bounty**

**Bounty** reaches over 96% of new and expectant mothers and distributes 3.2 million reward bags containing over 60 million product samples. The award winning **Bounty** website, bounty.com is an active online community with 666,000 mums meeting regularly online.

The company philosophy is based on making family life easier and as such all information delivered by **Bounty** conforms to the latest best practice guidelines.

**Bounty** employs 620 people and is based in Welwyn Garden City.

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