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MIRACLES DO HAPPEN!

'The Miracle Box™' Complete wellbeing for mums & mums to be

When the wives of two fitness industry gurus were talking one summer afternoon, they couldn't have imagined that only 8 weeks later the 'idea' that stemmed from that conversation would be launched as a 'must have' product at the UK's major baby show. Listening in that day were Mark Hibbitts, director of **Newborn Fitness** and Martin Beckley CEO of **Lifestyle Experts**, who quickly joined forces to design and produce **The Miracle Box™** as a wellbeing solution for women.

Although based around a quality birthing/exercise ball, The Miracle Box™ offers much, much more. Mark explains, *"As a pregnancy exercise specialist I know that a 'birthing ball' is pretty much a standard piece of equipment for pregnant ladies these days. Midwives recommend them because they are great for core strength, posture, and back pain relief during pregnancy. Many women also use them during labour to help with the pain and to get baby in the right position. After the birth however, most people don't know what to do with them and they get thrown away or put into the garage. We've solved that problem with The Miracle box™."*

So what exactly does the box contain? Well aside from an anti-burst exercise ball you'll receive a pump and 3 specific wall charts, one for pregnancy exercise, one for postnatal and one for general toning. There is also access to online virtual human exercise charts to get a visual representation of the exercises. That's all very useful but the package certainly doesn't end there. Martin says, *"We wanted to add real value to this product and not make it 'just about exercise', so we asked several companies if they'd like to add value with an exclusive offer or discount. We were quite taken aback with the response! We now have money off vouchers from several big companies such as House of Colour the image consultants, and SunSpa sunless tanning products. We also have discounts on books and cd's and tons of offers on our website from other well known brand names like Snuggle Sac, clearly herbal, and bras4mums. Even now there are more being added daily"*

Just to put a little more icing on the cake, The Miracle Box™ also includes a unique 'miracle card' allowing the holder to get even more discounts and also accumulate cash back when shopping online! Mark says, *"The miracle card is great value. Just by registering you receive an instant £10 into your online shopping account. Then you can use it to get even bigger savings in shops such as Mothercare, Boots, and even Harrods. I do believe we've covered all the bases with this product."* But surely all this value must come at a price? Apparently not! According to Martin, *"You'll be very pleasantly surprised when you see how low we've managed to keep the price. When we say miracles do happen we really mean it!"*

The Miracle Box™ will be launched at the Earls Court Baby Show on the 19-21 October. Visit Martin and Mark on stand J54 and you could win a free Miracle Box every hour. To find out more go to www.themiraclebox.co.uk

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