

EGG Mood Light helps illuminate illness

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New light is being cast on an illness that can have far-reaching effects on new mothers and their families.

In conjunction with the Mental Health Foundation, leading New Zealand maternity wear company EGG is marketing the aptly-named EGG Mood Light, with \$2 from each sale going towards increasing awareness and education for postnatal depression (PND).

Last year EGG produced and distributed a charity bag, donating \$10 per bag sold from its stores across the country, its ecommerce store, as well as top-tier Pumpkin Patch stores.

This year the company continues to support PND awareness and education by marketing the \$19.90 light, which gently changes colour and provides a soothing glow to relax both mother and baby.

EGG's owner Charlotte Devereux says New Zealanders can help combat PND by showing understanding, demonstrating support, and talking and not withdrawing from someone experiencing it.

"Talking about PND, bringing it out into the open and throwing light on the illness is the best way we can help," says Charlotte.

"That is why we have again become involved with PND awareness, this time with the EGG Mood Light project to raise funds to help build education and understanding."

One in 10 new mothers in New Zealand is likely to experience PND, and many more can have milder symptoms of postnatal blues.

"PND affects thousands of new mums every year," says Charlotte. "EGG understands that having a baby can be both joyful and one of the most stressful times in a woman's life.

"It is important for mothers to know that it is completely normal to feel anxious and tired. For most, the 'baby blues' soon give way to the pleasure of caring for their treasured one.

"However, women with more severe forms of PND can experience a prolonged lowness of mood, reduced interest in activities, tiredness and disturbances of sleep and appetite."

What distinguishes PND from the 'baby blues' is that its symptoms stay around and become more severe. Mothers often don't understand why they are feeling this way and don't know who they can turn to for help.

Judi Clements, Chief Executive of the Mental Health Foundation, says: "We are pleased to be in partnership with EGG again on a project that raises awareness of PND. It's important that new mums understand they are not alone and can ask for help if they need it."

The Light Up My Life campaign commences on 1 November, and EGG Mood Lights will be sold in stores nationwide and online.

Free postnatal depression brochures, provided by the Mental Health Foundation, will also be available in EGG stores.