



## Light Ahead LLC Announces the Launch of LatchLight!

San Diego, CA - Today, we are thrilled to announce the launch of LatchLight, a groundbreaking innovation designed to transform the infant night-feeding experience for new parents worldwide.

LatchLight is not just a product; it's a solution crafted with care to address the challenges faced by new parents during the crucial early stages of infant night feeding. With its innovative design and user-friendly features, LatchLight empowers parents to achieve an optimal latch in a convenient, sleep-friendly manner like never before.

### Key features of LatchLight include:

- **Sleep-Friendly LED Technology:** LatchLight's gentle, warm glow provides direct illumination of the latch, promoting better sleep for both parent and baby.
- **Latch Positioning Support:** Ergonomically designed silicone tip that assists in adjusting your baby's lips for optimal latch positioning. Removeable for cleaning and sterilizing
- **Convenient Glow-in-Dark Design:** So you can easily locate your LatchLight without the need to turn on bright light to find it (that would defeat the purpose!)
- **Wearable & Hands-free:** LatchLight attaches to you, so your hands are free to position and hold your baby. Clip rotates for adjustability.

As new parents ourselves, we understand the joys and challenges that come with caring for a newborn. That's why we are proud to offer LatchLight as a tool to support parents on their breast and bottle feeding journey, providing them with the convenient tools and support that they need during this special time.

We are excited to introduce LatchLight to the world," said Julie Carty, Fellow Mama and Founder at LatchLight. "Our mission is to empower new parents with innovative solutions that simplify their lives and enhance their bonding experience with their baby. With LatchLight, we aim to make breast and bottle feeding at night much easier and more convenient for parents everywhere."

LatchLight is now available for pre-order on our website [www.shoplatchlight.com](http://www.shoplatchlight.com), and we invite all new parents to experience the difference it can make in their infant feeding journey.

For media inquiries, product samples, or further information, please contact:

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