

Vulnerabilities are infinite

MOMS REVEALED



353

DIFFERENT VULNERABILITIES IN ONE OF OUR STUDIES ALONE

WE FOUND THERE ARE **SIX** UNIVERSAL **VULNERABILITY** NEEDS STATES THAT EXIST IN MOTHERHOOD

6

1. STRESSING THE FIRSTS
2. FEELING THEIR PAIN
3. TRYING TRANSITIONS
4. LOSING THE REINS
5. CUTTING THE CORD
6. DREADING THE UNKNOWN

VULNERABILITIES BY AGE OF CHILD



INFANT

CUTTING THE CORD

44%



TODDLER

LOSING THE REINS

32%

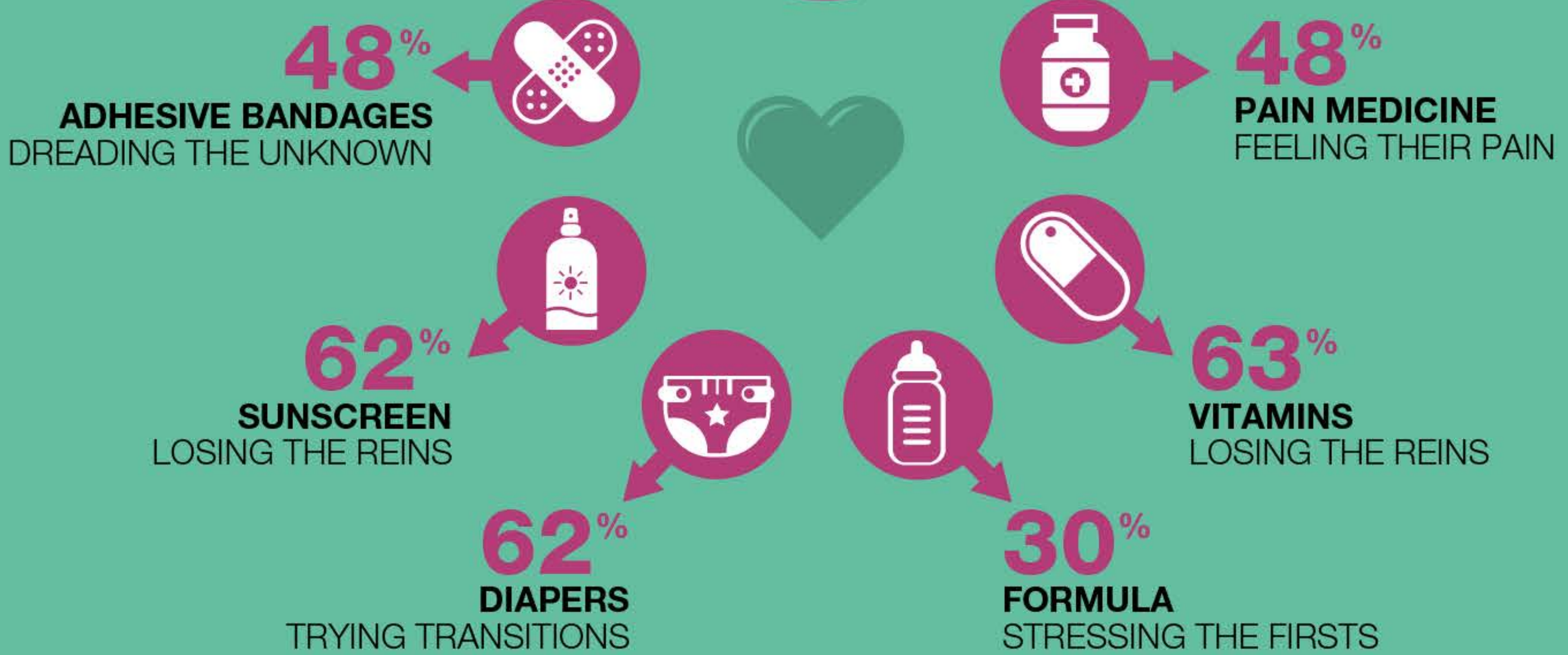


PRESCHOOL

TRYING TRANSITIONS

30%

VULNERABILITIES BY CATEGORY



MOMS ARE

57%

MORE LIKELY TO CHOOSE A BRAND IF ITS POSITION IS ROOTED IN VULNERABILITY

