

## Reducing the cost of a new baby

From Lisa Sidgwick on January 25, 2013

Ask anyone who's had a baby and they will tell you how wonderful it is, how the sleepless nights are absolutely worth it, how their little one has changed their life for the better but how incredibly expensive someone so tiny can be!! Following a recent survey, it was revealed that over 50% of those asked were not prepared for the expense of a baby, in addition to this, over 60% felt pressured to buy products that in hindsight, they probably didn't need. Most interestingly, 85% of the 150 parents asked, said they would spend differently with a second child. Although there is no escaping the expense of having a baby, with this survey in mind, we have come up with a few ideas to soften the blow!

### Flexi-belt

Mums-to-be spend almost £1,000 on their maternity wardrobe\*! A small fortune when you consider that the little one hasn't even arrived yet. Pregnant mums will be delighted to get their hands on a Flexi-Belt, the ultimate money-saving accessory as it turns any pair of jeans into maternity wear.

