

newsworthy trends

New Mothers Miss Husbands Most

(NAPSA)—More than a good night's sleep or even a moment to relax, the one thing new moms miss the most is time with their husbands.

That's the surprise finding of a new nationwide survey of mothers of children ages 24 months and younger. Eighty-three percent of the respondents said they spend less time going out with their husband to dinner, movies and the like and that's the pastime they miss the most.

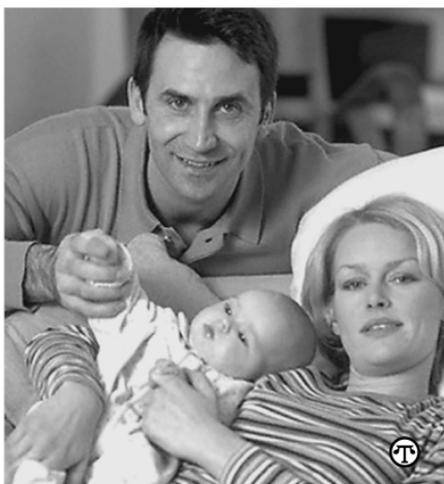
Mothers today are stretched for time to fit it all in: Ninety-six percent say that they have less time for themselves now than before having a child and nearly three in four say they have dramatically less time.

"The survey offers the most compelling statistics to date that from the moment of birth, a mom's time is not her own," said Stacy DeBroff, parenting guru, author and founder of MomCentral.com. "Whether mom works or stays at home, she needs more time for everything—for herself, her husband and her baby."

Following "date night," the top three activities moms have too little time for are: doing nothing/relaxing (75 percent), sleeping (71 percent) and personal indulgences (71 percent).

New mothers appear to care least about:

- Watching TV, at 37 percent;
- Cooking/eating well, also at 37 percent;



New moms told a recent survey their need for sleep is at such a premium, most would rather sleep than shower.

- Talking on the phone, at 33 percent; and
- "Other," at 3 percent.

The survey was taken by CVS/pharmacy "because we understand that moms are incredibly busy," said Eileen Howard-Dunn, vice president and herself a mother of five. "We introduced the PLAYSKOOL Baby Care line so that moms can save time by getting everything, from their prescriptions to their baby care needs, all in one convenient and accessible place, and hopefully end up with a little more 'me time' as a result." The line includes a complete assortment of diapers, wipes and feeding and grooming accessories.

You can learn more about baby care online at www.cvs.com.