



*« With this project, we seek to normalize and destigmatize breastfeeding in public spaces. Women may choose to breastfeed or not. The choice is hers to make.*

*Place this cover over your magazine, newspaper or book to stand with mothers. You are free to nurture your child however and wherever you choose.»*

ANNE GREARD AND CAROLINE BERTHOU  
CO-FOUNDERS OF FRIDA ETC.

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# The *UNCOVER*



*#theuncover*



“Put those *things* away.”  
“Have some *decency*.”  
“Do that *somewhere else*.”

For breastfeeding mothers, these harsh words are all too familiar. And all too often, the abuse doesn't stop at words. Humiliating and harassing new mothers for an act as natural as breastfeeding leaves them feeling even more isolated in a vulnerable time.

We believe every mother has her own way of nourishing her child, and the right to do so safely. A woman should never feel afraid to feed her child, whether by breast or bottle.

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LUNA AND DUNE

One in five mothers has been *harassed* for breastfeeding in public.<sup>1</sup>

1 SOURCE : ELVIE 2021

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Somehow, the symbolism of the exposed breast continues to act as a cultural divide: Nurturing or erotic. Ordinary or shocking.

It's time to put this tired old debate to rest. Health experts agree, breastfeeding is natural and healthy for mother and child.

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