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**New BabyBackups Help Parents Eliminate Messy Blowouts In  
Infant Diapers By Stopping Them Before They Start**

**PITTSBURGH, Pa., May 30, 2014** – Parenting is messy but cleanup doesn't have to be thanks to [BabyBackups](#), a new product designed to control diaper "blowouts." Developed by real parents Megan and Steve DeFrancesco, BabyBackups utilize a hypoallergenic, wedge-shaped pad that can be firmly secured to any diaper brand, fitting snugly between the waistband of the diaper and the baby's back. This allows them to effectively absorb and contain any excess liquids, eliminating messy cleanups and ruined clothing.

"With so many things to consider when taking care of a new baby, the last thing a parent should have to worry about is dealing with a blowout caused by ineffective diapers," said Steve DeFrancesco, president, Sienabena, LLC. "That's why my wife Megan and I developed BabyBackups, a truly effective solution to the problem of diaper blowouts. When secured to the back of any diaper, this easy-to-use product makes cleaning up after a baby who's had a messy blowout as easy as changing a diaper."

Diaper blowouts are especially common with newborns and breast-fed babies. And traditional diapers offer little protection from blowouts, often allowing the diaper contents to creep up the baby's back – which is both unsightly and unhealthy. But messy blowouts can now be contained by applying BabyBackups to the back of any existing diaper brand. For maximum blowout protection, parents simply need to remove the peel strip and place the product, adhesive side first, onto the back of their baby's diaper. It's a quick and easy process, and to help ensure proper placement, each BabyBackups pad includes a blue indicator line.

BabyBackups are made of 100 percent allergen-free, super-absorbent materials and are available in packs of 25 for \$9.95. They were developed by real parents, and tested by a willing group of messy babies. To learn more or to purchase BabyBackups, please visit [www.BabyBackups.com](http://www.BabyBackups.com).

**About Sienabena, LLC.**

Sienabena, LLC. is a joint venture between two messy babies and their frustrated parents. The company's goal is to help prevent messy situations at home or on-the-go, by developing unique and easy-to-use solutions, including BabyBackups. For more information, visit [www.sienabena.com](http://www.sienabena.com).

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