Health & Parenting's 'Pregnancy +' App
Available on the App Store for iPhone, iPad and iPod touch

London, UK - 18 February 2014 – Health & Parenting, a leading independent developer of healthcare and family-related mobile applications for expectant parents, has updated its highly rated 'must-have' pregnancy essentials app, '**Pregnancy +**' for iPhone, iPad and iPod touch with a **3D image engine**. Developed in partnership with a team of healthcare professionals, including obstetricians, midwives, dieticians and paediatricians, **Pregnancy +** is now the most complete pregnancy App for women and their partners who are anticipating a new addition to the family.

The only pregnancy app on the market with **interactive**, full size, high quality images for every week of the pregnancy, Pregnancy **+** is the only app expectant parents will need to get ready for the new baby. The App's unique user interface can be personalised easily so that moms, dads or even grandparents can track the progress and growth of the baby week by week and get access to important information and straightforward advice to help them prepare.

"We've worked hard to provide the very highest quality, unbiased content to expectant moms and their partners to help support them and guide them through one of the most important times in their lives," said Amber Miles, Founder and COO, Health & Parenting. "More than **one million** pregnant women and their partners have relied on our suite of pregnancy apps to prepare for the big day, and we're proud to introduce **Pregnancy +** to give new parents the ability to try the App for free for the first 13 weeks.

No sponsorship or advertising also means that our screens remain uncluttered. We are an independent company, which simply wants to give the user easy to digest, **unbiased pregnancy information**, accompanied by high quality tools and graphics.

Key features of Pregnancy + include:

- Interactive, full size, high quality images for every week of the pregnancy along with size guides so you can experience the weight and length of your baby week by week
- Unique user interface that can be personalised easily
- Daily tips and actions including what to eat, how much to eat and what to stay away from, to keep the growing baby safe and healthy
- Timeline of important medical appointments including ultrasounds, gender scan and tests that should be scheduled
- Organizer to keep track of important doctor visits, to-dos, phone numbers, shopping lists, hospital bag necessities and more than 2,000 baby names to choose from
- Kick counter to enable moms to track their baby's movements, and a contraction counter for when the big day arrives

The Pregnancy + App is available free from the App Store on iPhone, iPad or iPod touch or at;
AppStore.com/PregnancyPlus

More details of Health & Parenting's suite of apps can be found at http://www.health-and-parenting.com.

About Health & Parenting Ltd.

Health & Parenting Ltd provides a range of family-related mobile applications. These include a pregnancy, fertility and period Apps. Health & Parenting Ltd offers independent information written by leading healthcare professionals. High quality photography, a personalised user interface and ease of use are key features of all Health & Parenting Ltd's applications.

© 2014 Health and Parenting Limited