

Breast Massager

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Why we design the breast massager?

This is a story that originated in the office:

- In 2020, several of our colleagues have babies and become mothers.
- These mothers who have finished childbirth and returned to work face not only mental pressure, but also physical stress, such as chest pain due to breastfeeding. The chest pain is always unbearable, our colleagues have said we have massage equipment and kegel ball, and other female care products. Why we can not design a more intimate chest massager to help women relieve their breasts pain? After this suggestion came out, we consulted all the women around us (unmarried and married) and everyone thought this idea was great. Because in fact, not only pregnant women have chest pain, but many unmarried women also have this problem.
- For a long time, we produce products, saying that we would solve existing problems for users and bring them a relaxing and happy experience. In this case, why don't we first solve the problems faced by the women around us? After all, if we ourselves are relaxed and happy, we can pass more relaxed happiness to more consumers. From this, this project was born...

The problem with female breast pain

Incidence/ Prevalence. Up to 70% of women develop breast pain in their lifetime. Of 1171 US women attending a gynaecology clinic for any reason, 69% suffered regular discomfort, which was judged as severe in 11% of women, and 36% had consulted a doctor about breast pain.

———<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4200534/>

Breast pain is a rare symptom of breast cancer. Women who present with breast pain but who have a normal exam and imaging studies can be reasonably assured that their risk of breast cancer is similar to that of a woman without breast pain. Most patients do not seek further attention for the pain and just choose to endure these pains silently once they are assured that they do not have breast cancer.

Is there really no way to face breast pain? In fact, many doctors will advocate breast massage in the right way.

———<https://www.intimina.com/blog/breast-massage/>

What problems breast massager could solve?

- Help prevent and treat issues like engorgement, plugged milk ducts, or mastitis, an infection of the breast tissue ; (Lactating women)
- Identify breast disease at its earliest stages;
- Improved breast appearance;
- Help rid your body of toxins trapped in the lymphatic system.
- Help ease the tension in your chest muscles.

Our design drafts



Final Massager Project

D-YOLANDA



Why we introduce this breast massager to you?

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1. Elegant Appearance: The pursuit of beauty



Design inspired by perfume bottles



Breast Massagers on Market



2. Solved some problems from users

From the United States



★★★★☆ Disappointed by massager

Reviewed in the United States on December 12, 2019

[Verified Purchase](#) | [Early Reviewer Rewards](#) ([What's this?](#))

The pump works fine to collect let down while baby is nursing on the other side. However, I was really excited for the massager and was the real reason I decided to purchase this but I was not impressed with the massager. The vibrations are not strong enough to really be effective with clogged ducts. Better off just hand massaging.



ADN

★★★★☆ Why not try it

Reviewed in the United States on October 24, 2020

Color: BLUE | [Verified Purchase](#) | [Early Reviewer Rewards](#) ([What's this?](#))

Haven't used it long enough to see if it works. The massage is relaxing but it is a bit noisy.

2 people found this helpful

Helpful

Report abuse



★★★★☆ Did Not Help

Reviewed in the United States on January 7, 2021

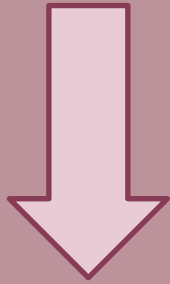
[Vine Customer Review of Free Product](#) ([What's this?](#))

Unfortunately, this product did not end up helping my clogged duct engorgement. I tried the different massage modes and it simply is not strong enough to help relieve any pressure from breast engorgement.

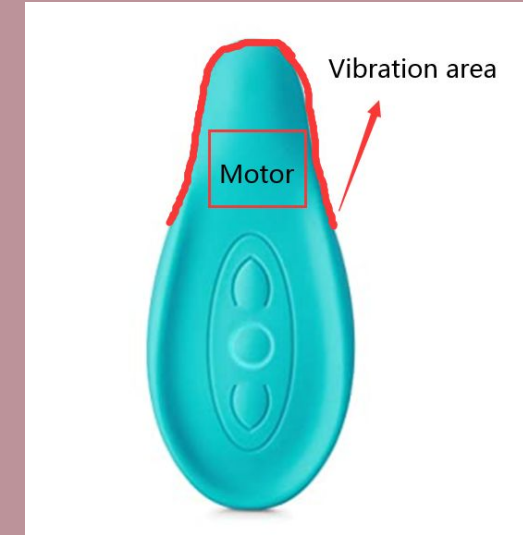
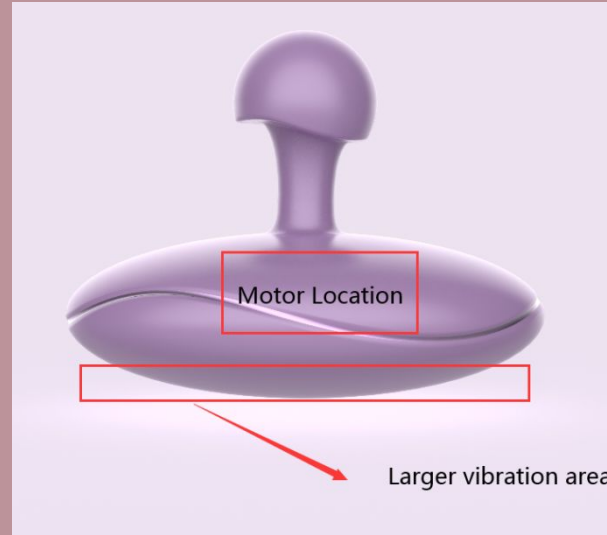
Helpful

Report abuse

Vibration improvement:

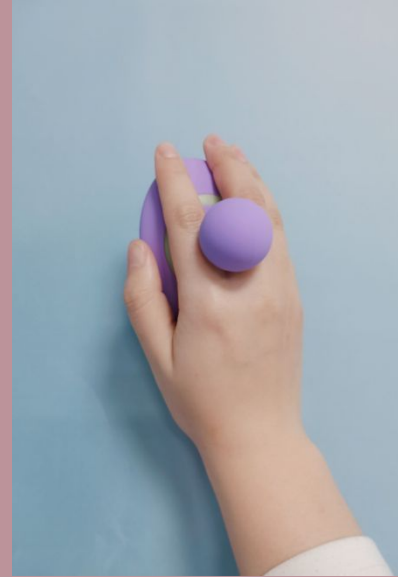


Will choose bigger motor
(Our design is)



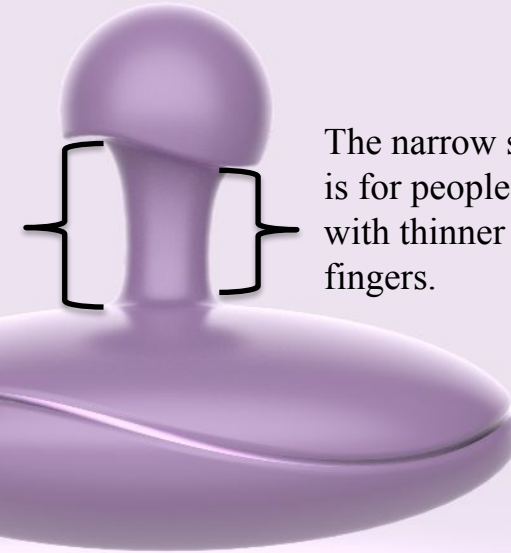
The position of our motor and the shape of the product makes
the vibration area of the product larger.

3. Easy to hold




Mothers can massage easily with only one hand while breastfeeding.

The wide side is for people with fat fingers or the mothers who have swollen fingers due to pregnancy.



The narrow side is for people with thinner fingers.

4. Profit margins




Sponsored ⓘ

Lumama Lactation Massager-
Breastfeeding Support for Clogged
Ducts Engorgement Improve Milk
Flow (Blush)

★★★★☆ ~ 68


\$39⁹⁹



USB Wireless Breast Massager,
Portable Electric Vibration Bust Lift
Enhancer Machine with Hot
Compress Function and Remote...

★★★★☆ ~ 25

\$88⁹⁹ (\$88.99/Count)



LaVie Lactation Massager, Teal, Breastfeeding
Support for Clogged Ducts, Mastitis, Improve...

★★★★☆ 3,643

1 offer from \$53.58



MENU SEARCH

NOTIFY ME

Breast Massager

\$59.90

<https://www.haakaa.co.nz/products/breast-massager>

The selling price in the market is generally between 40 and 60 US dollars.

Author's words

In recent years, the homogeneity problem of health & care products is common. All manufacturers and suppliers have spent almost all of their time and experience in areas that are already very hot (such as Wand Massager and Kegel Ball). Everyone has become accustomed to constantly launching products on the basis of existing products. Research to discover more consumer needs.

Although the idea of breast massager only came from the request of a postpartum mother beside us, it is worth thinking about if the breast pain problem is the common problem faced by the entire group of people. (Why are the well-known maternal and child product brands LaVie and Haaka successively launched breast massagers. Why did the famous Kegel Ball and menstrual cup brand Intimina publish the article about breast massage?)

The content presented in this PPT is limited, but I hope this PPT can bring you some different ideas.

THANK YOU