

# mama mantras™

## Backgrounder

mama mantras focuses on products that help moms refocus and reboot in stressful situations, helping them reconnect with their family and face tough days. The concept developed out of a truly personal need. Owners, Karissa Liloc and Megan Notarte, found themselves needing a moment – maybe the kids were crying, work was busy, their boss was demanding. They needed a moment to refocus, to take a breath and gather themselves. The two joke that they often seek refuge in the bathroom, often the only remaining place with any privacy for a mother.

mama mantras products are for those moments. Instead of (or in addition to) just staring at in the mirror, questioning all the decisions made in the last year or so, pull out a mama mantra. The products were developed to help other moms open that door and face the rest of their day, whether at the office or at home.

### Each product aims to help moms:

- *Refocus* on what matters most.
- *Reboot* their mood and the moment.
- *Reconnect* with family.

### Products

The current product line includes two sets of mama mantras cards and an iPhone app:

- General mama mantra cards for every mom, every day.
- Birth cards, created to inspire and support mamas before and during labor.
- iPhone app for techy mamas who always have their phone handy.

Each set of cards is available online at [www.mamamantras.com](http://www.mamamantras.com) for \$8 + shipping and tax (if applicable). The iPhone app is a mobile version of the original mama mantras cards and is available in the app store for .99 cents.

Additional products are in the works.

### About the Owners

mama mantras is the brain child of long-time friends, Karissa Liloc and Megan Notarte. Their friendship has spanned over 10 years and has been a series of project and business collaborations. The first collaboration was a web design company in college that got both women started in careers in the internet industry. Today finds the two women, ten plus years later, 130 or so miles apart, married and 4 kids later, building mama mantras. Karissa and Megan also blog together at [Mom Blog Work](#).