

Flirt

Heather Pingrey, a former commercial real-estate broker and Matthews-area mom, was in a Zumba class when a classmate offered her an energy drink. "I couldn't finish the can," she remembers. "It was awful!"

Her lackluster experience got her thinking that the market was lacking a women-directed energy drink that actually tasted good. Flirting with the idea was the first step; research and development of the final product would take over a year and a half. A nutritionist helped Heather and her husband Ron create a recipe to include DHA, Folic Acid, Antioxidants and Riboflavins – superb ingredients for females – in addition to Hoodia, Green Tea Extract, Ginseng and Ginkgo Biloba, elements to aid in suppressing appetites in her zero-calorie drink.

Pingrey coined the canned beverage Flirt Energy and had it designed with a Greek goddess in mind, and pink was essential in the plan. In 2009, Pingrey brought Flirt Energy drink to the market ... and hasn't looked back. In six

months, they've increased sales to 2,400 cans a month and have been picked up in venues in both Los Angeles, New York City and Colorado, in addition to numerous local spots.

Local research suggested that drinking a can of Flirt can increase your calorie burn to 250 calories, making the saying true that you can have your cake – as long as you have your Flirt! – and eat it, too.

Contact: Heather Pingrey

Purchase/More Info: www.flirtenergy.com

Charities: Flirt supports YMCA outreach and summer camp programs as well as Susan G. Komen events



2jackaroo

The intersection of purpose

Kris Hawkins nursed her two sons much longer than she had planned. But her breastfeeding beyond actually guided her inspiration for a business venture she has recently embarked on.

"I used the common nursing pillows; I tried all of them," she says. "We had a Tempur-Pedic mattress, which I often sat on while nursing." At one point she discovered that the two things could be a match made in heaven: The memory foam would be the perfect product to help tiny ones snuggle closer while getting comfy!

Hawkins nursed in public when necessary – discreetly, of course, but she says she never felt secure. Why wasn't there a cover that would be easy to put on that would allow for easy movement and also offer security?

Hawkins saw a niche for both a feeding pillow and a nursing cover. She has created a series of pillows to include a prop pillow (think of late-night feedings when your head falls forward while nursing), a feeding pillow and a side-lying product. All include memory foam and are sensually snug and soothing. The wraps are fashionable and are not only easy to put on but include straps and hidden pockets for nursing pads. Hawkins explains that her products can "make a special experience even better."

Contact: Kris Hawkins

Purchase/More Info: www.2jackaroo.com/

Charity: A portion of proceeds from each sale goes to the Program Scholarship Fund for Athena's Path and Hero's Pursuit.



Little Miracles

baby planning



Setting and achieving goals was not unfamiliar for local mom Abby Kapp. After receiving a bachelor's in business and an MBA, she worked in group health insurance and was a professional musical theater dancer. But having a baby opened doors to new goals.

"After Beckett was born I became obsessed with researching everything that went on his skin, went in his body, and went in his mouth," she says. "I had heard about the industry of baby planning (which is about three years old) and realized that I should put all my hard work and research to use and start my own business!"

It wasn't all smooth sailing for Kapp, however. "My number one challenge is convincing people that they need a baby planner," she says. Like me, many moms realize only *after the fact* that they chose the wrong stroller or that they didn't really need to buy 10 receiving blankets. It's easy to realize you could've used help after the fact, but it's harder to convince people they need help during the process."

Kapp's services are for pre- and post-baby. The benefits are that she researches in great detail the best of everything, staying on top of the latest and greatest while keeping up with recalls, safety and more.

Contact: Abby Stonewall Kapp

More info: www.littlemiraclesbabyplanning.com/

Charity: Mothering Across Continents



Jen Hunt Photography