

Momcozy Brings 'Breathe & Breastfeed' to Malaysia, Launching Wellness 1 to Support Every Feeding Journey

KUALA LUMPUR, MALAYSIA, August 10, 2026 /EINPresswire.com/ --

Every mother's breastfeeding journey is different. While breastfeeding awareness continues to grow, many mothers still face the realities of returning to work, balancing family responsibilities and finding the support they need to continue breastfeeding with confidence.

This World Breastfeeding Month, [Momcozy](#) is bringing that conversation to the forefront through its Breathe & Breastfeed initiative in Malaysia, encouraging mothers to pause, breathe and feel supported not only through innovative products, but also through expert guidance, education and community.

Today, Momcozy supports mothers in more than 80 countries, is trusted by over six million mothers and families worldwide, and has built a global community of more than three million mothers. Recognised as the Global No.1 Wearable Breast Pump Brand, Momcozy continues to innovate across pregnancy, breastfeeding, postpartum recovery and baby care, [supporting mothers](#) through every stage of motherhood.

Recognising the challenges many mothers face across Southeast Asia, Momcozy is expanding its commitment to breastfeeding



Panel speakers from left to right: Sofea Mastan (Founder of Grow and Glow Mama), Simran Kaur (Lactation Consultant, IBCLC), Bella Burhanuddin (Lead Clinical Psychologist of Sage Centre) answering questions from the mothers



Momcozy Launches Breathe & Breastfeed with Mothers, Experts and Media in Malaysia



Our goal...is to help mothers feel supported throughout the journey through innovation, trusted education and a community that understands the realities of modern motherhood. "

*Ellen Zhou, APAC Marketing
Director of Momcozy*

support through expert partnerships, accessible education, community engagement and product innovation.

As part of this commitment, Momcozy officially introduced the Wellness 1 Warm-Massage Wearable Breast Pump in Malaysia. Following its successful debut in the United States, Wellness 1 arrives in Southeast Asia after receiving positive feedback from mothers and endorsements from lactation professionals, including IBCLCs. Designed around mothers' real pumping experiences, Wellness 1 combines the industry's first 5-Zone Circular Massage System, full-coverage HugWave™ warmth, Baby-like SoftPulse™ Technology and smart app connectivity to deliver a more

comfortable and personalised pumping experience.

The [Momcozy Wellness 1 Warm-Massage Wearable Breast Pump](#) is now available in Malaysia through Momcozy's official website, Shopee, Lazada and TikTok Shop as part of the brand's TikTok Super Brand Day campaign.

As World Breastfeeding Month continues, Momcozy hopes Breathe & Breastfeed will inspire a broader conversation - moving beyond raising awareness to ensuring every mother has the support, confidence and community she needs throughout her breastfeeding journey.

Beyond the product launch, the event reflected Momcozy's broader commitment to supporting mothers through education and meaningful conversations. The Breathe & Breastfeed panel discussion was moderated by Sofea Mastan, Founder of Grow and Glow Mama, alongside Bella Burhanuddin, Lead Clinical Psychologist at Sage Centre, and Simran Kaur, Lactation Consultant and International Board Certified Lactation Consultant (IBCLC). Together, they explored maternal mental wellbeing, breastfeeding confidence, returning to work and the practical support mothers need throughout their breastfeeding journey.

A key takeaway from the discussion was the importance of challenging unrealistic expectations placed on mothers. Highlighting that perfection is neither attainable nor necessary, Sage Centre's Lead Clinical Psychologist Bella Burhanuddin shared, "your child doesn't need a perfect mother, they need a mother who is supported, emotionally well, and present. Be kind to yourself, embrace the journey, and remember that asking for help is a sign of strength, not weakness"

Adding to the breastfeeding perspective, Simran Kaur, Lactation Consultant and International Board Certified Lactation Consultant (IBCLC) added, "breastfeeding is a deeply personal journey, and every mother deserves to feel informed, supported and confident in the choices she makes. What I value about initiatives like this is the opportunity to create a stronger support ecosystem around mothers, where breastfeeding conversations are normalised, challenges are addressed openly, and women are reminded that they do not have to navigate the journey alone."

The launch also welcomed healthcare professionals, parenting media, creators, KOLs, KOCs, distributor partners and mothers, creating opportunities for meaningful conversations around breastfeeding support while allowing guests to experience the Wellness 1 and Momcozy's complete ecosystem of motherhood solutions firsthand. Among the invited media were Motherhood Malaysia, Parenthood Media, Majalah Pa&Ma and Makchic, alongside parenting creators and community advocates, reflecting a shared commitment to supporting mothers beyond childbirth.

Guests also explored Momcozy's wider ecosystem of thoughtfully designed products spanning pregnancy, breastfeeding, postpartum recovery, pumping, feeding, baby care and everyday parenting, reinforcing the brand's mission to support mothers and families through every stage of parenthood.

"At Momcozy, our goal isn't simply to encourage breastfeeding. It's to help mothers feel supported throughout the journey through innovation, trusted education and a community that understands the realities of modern motherhood. When mothers have the space to breathe, they can breastfeed with greater confidence," said Ellen Zhou, Momcozy's APAC Marketing Director.

The Malaysian launch forms part of Momcozy's wider Breathe & Breastfeed initiative across Southeast Asia, designed to transform World Breastfeeding Month into a broader conversation about the support mothers need; not only why breastfeeding matters, but how they can continue breastfeeding with confidence in everyday life. As reiterated by Sofea Mastan, Founder of Grow and Glow Mama, "Today isn't about telling you what the "perfect" breastfeeding journey looks like. It's about having an honest conversation. Because behind every breastfeeding story is a mother who's learning, adapting, questioning herself, and doing the very best she can."

Following its Southeast Asia debut, the Momcozy Wellness 1 Warm-Massage Wearable Breast Pump is now available in Malaysia through Momcozy's official website and official stores on TikTok Shop, Shopee and Lazada, alongside the brand's TikTok Super Brand Day campaign.

About Momcozy

Since its founding in 2018, Momcozy — Global No.1 Wearable Breast Pump* brand - has rapidly emerged as a leader in the FemTech space, offering a groundbreaking range of products designed to support mothers and babies from pregnancy through postpartum and beyond. With a commitment to innovation and comfort, Momcozy has redefined maternal care with its wearable breast pumps, nursing bras, and other essential products that integrate seamlessly into the lives of modern mothers. Loved by over 6 million mothers across 80 countries, Momcozy's products are sold directly on the brand's website and by major retailers such as Babylist, Walmart, Target, and Amazon. Momcozy's mission is to offer comprehensive solutions that empower mothers with the comfort and support they need at every stage of their journey.

*Based on global market share of wearable breast pumps, Grand View Research 2024.

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