

SIMILAC CELEBRATES MOM'S INNER STRENGTH

Being a parent isn't easy. Our Sisterhood of Motherhood campaign reminds us that we're all in this together.



Sleep training. Working. Diapers. Feeding. These are just a few of the topics that new parents discuss and debate. As moms and dads struggle to figure out the uncertainties of parenting, they're often plagued by their own doubts and feel judged by others.

In 2015, Similac introduced the Sisterhood of Motherhood campaign to encourage parents to stop judging each other's parenting decisions and unite around the idea that we're all in this together. This year, Similac is excited to evolve the conversation beyond judgment to focus on mom's strength and the importance of support. #SisterhoodUnite

After conducting research and listening to thousands of moms, Similac introduced the Sisterhood of Motherhood campaign to encourage parents to stop judging each other's parenting decisions. Moms and dads rallied around the need to focus on raising happy and healthy babies. Now, Similac is evolving the conversation beyond judgment to focus on mom's strength as she finds her own parenting style.

This Mother's Day, Similac and the Sisterhood of Motherhood want to take a moment to salute moms everywhere. Parenting takes courage, and confidence is built on the job. Moms achieve so much without thinking about their own limitations. They tackle the challenges thrown their way in hopes of passing strength along to her children. They put their families first and are often found putting their own needs second. All this, while giving their babies the unconditional love and support they need... and they're choosing to feed according to their own terms. In short – they're inspiring.

In celebration of all of this and more, Similac is revealing the latest Sisterhood of Motherhood short film. The film shines a spotlight on the resilience and strength of moms everywhere, and we hope it will remind you of the special moms in your life.

Join us this Mother's Day by sharing how you've seen your mom's strength shine through on our [Facebook page](#) using the hashtag #SisterhoodUnite.