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YEAH, MOM!

When life gets difficult, it's sometimes hard to focus and keep it all together. When four moms faced a fight with cancer, it made them realize what really mattered—time with their families. Their company, **Truly Mom**, is the result of that insight. By simplifying the harried part of a mom's life, with a compact, attractive organizer designed to incorporate



what a mom really needs, quality time with kids is increased. Take a look on TrulyMom.com. For you, or your mom, or any friend who has a lot on their plate (That's all of 'em, folks!), it can truly create time to appreciate the small things in life. -NINA KING