

moms at work

Eryn Green and Tamar Wagman,
founders of Sweetpea Baby Food

Who says you shouldn't go into business with a friend? Meet Eryn Green and Tamar Wagman, lifelong friends and owners of Sweetpea Baby Food, an organic baby-food line. As they see it, their relationship is what makes it all work. "Because we've been friends for so long, we can be really open and honest with each other all the time," says Wagman.

The business took root during a casual lunch date. Green, a strategy consultant, mentioned her desire to start a business – preferably in the baby market. Wagman suggested organic baby food – something she and her chef husband had been experimenting with while she was on maternity leave with their son. Before lunch was over, Sweetpea Baby Food was born.

What's unique about this Canadian enterprise is that the food is packaged and frozen in an ice cube tray format: The small portions mean less waste at mealtime, and the freezing helps retain nutritional values. Their line, which is free of additives and preservatives, includes tasty options like Banana Blueberry and Veggies & Chicken. "We just boil, purée, freeze, seal and send it to the stores," says Green. "Moms always say 'I give one spoon to my baby and take one for myself.'" To find products near you, visit sweetpeababyfood.com.



aiming for the A-list life

Who doesn't wish they could emulate the lives of celebrity moms – at least, once in a while anyway? And why not? A-listers seem to have it all: personal trainers, chefs, chauffeurs and nannies. "No doubt about it, life is easier in some respects," says Ilana Tamari, a child and family therapist in Toronto. "But all of those things come with their own set of issues."

For starters, she says that many famous faces spend a lot of money and effort to look a certain way, which takes time away from their kids. Add to that a hectic schedule that sends celeb moms off to movie sets for months at a time – sometimes on the other side of the world. Whether they bring their kids along or leave them at home, "It's all not in keeping with what we really want for our children," she says.

Kids need love, security, attention, predictability, routine and structure. "These are the cornerstones of life," says Tamari. "Children may be loved to death, but they may lack predictability and structure if their A-list parents are busy making movies."

Then there's that problem of privacy. Imagine the stress of having to be "on" all the time – no matter how you look or feel. "Some new moms don't even want to meet their own friends for coffee until they've lost some of that baby fat," says Tamari. "Celebrities can't even take their kids to school without being judged and scrutinized."

We may know better than to actually see "perfection" when we look at pictures of celebs and their kids, but we just can't help it. "Even if you're aware of what goes on behind the scenes on a conscious level, the unconscious is so powerful – and the images are so powerful – that we accept what we see as real," says Tamari.

How to keep a more level head? "Be more mindful of the superficial images you see," says Tamari. While the celebrity life may look easier and more exciting, it doesn't come without its own struggles.

we asked

What celeb's parenting style do you admire most?

you answered

Reese Witherspoon.....	58%
Angelina Jolie.....	28%
Julia Roberts.....	13%
Britney Spears.....	1%