

The Inside Story – Leo Bamford



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Leonora Bamford is the founder of popular online parenting and lifestyle magazine [My Baba](#). The soon to be mum-of-three was inspired to launch the site after the birth of her first baby.

She says: "I immediately began researching 'Pregnancy' and other related subjects. I was completely overwhelmed with the sheer volume of what Google had to offer and didn't know which way to turn. The most useful advice came from friends, family and professionals who had been through the same journey I had taken a seat on."

And so My Baba was born. Packed with expert advice, the site aims to help mothers with all of the day-to-day decisions they are faced with - from pregnancy help and tips, choosing baby essentials, right through to parenting advice. The site has become so successful that it now has over 50 contributing experts, many of whom are leaders in their field.

Alongside My Baba, Leonora has also launched a range of vitamins with fertility expert Zita West, and she runs a photographic studio in Fulham.

With two little ones already, Leo is a little bit of an expert on handy changing bag essentials. Find out what she keeps in her [Lola Red](#) by clicking play. We've listed a few items below too...

Inside Leo's [Lola](#)...

- 1 Aden + Anais [Swaddles](#)
- 2 Matchstick Monkey [Teether](#)

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5 hours 13 min ago

Inside Leo's Lola...

- 1 Aden + Anais Swaddles
- 2 Matchstick Monkey Teether
- 3 WaterWipes
- 4 Change of clothes - Kissy Kissy Babygro
- 5 Anbesol Teething Gel

Posted

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