

## Baby boutique with a difference opens

By Debra Jensen-De Hart Features Editor | Posted: Monday, December 30, 2013 4:00 pm

Sheryl Lyon-Rayner has been selling her natural products for babies and moms online since 2005.

This month she also opened a storefront for her business at 410 E. Grand Ave. in downtown Beloit.

A Much Better Way is a boutique for moms and babies. Offered are her cornerstone cloth diapers as well as disposable diapers, diaper covers, baby carriers (worn by a parent), detergents, natural motherhood jewelry for mom and baby as well as bath and body products for both, birthing gowns for moms for in-hospital or at home use and non-toxic toys.

Committed to the attachment parenting philosophy, Lyon-Rayner became heavily involved in researching both natural childbirth and natural products after an unsatisfactory experience when she birthed her first of two children in another city, she said.

The second birth occurred at her home while she was unassisted, at her request.

“My mother was in the house, but in another room,” she said.

The baby was born after a few hours of labor and was full term at 41 weeks and five days, she said.

She also admits, however, “natural childbirth isn’t for everyone.”

Moving forward with creating her business just seemed a natural segue, she said.

Lyon-Rayner went to a “baby wearing” convention in Chicago and learned more about the products associated with attachment parenting, she said.

She also has a Bachelor of Science degree in business and finance from Calvin College, Grand Rapids, Mich.

Part of attachment parenting includes a strong emphasis on breast feeding and use of front, side or back baby sling-type carriers a parent wears so that the baby is held close to him or her instead of being put in a stroller, for example.

“Babies cry less when they are carried,” Lyon-Rayner said. “You can also interact and talk with your baby when you are carrying the baby,” she said.

The store is open from noon-4 p.m. Monday through Saturday. For more information, call 608-362-2422 or visit [beloit@amuchbetterway.com](mailto:beloit@amuchbetterway.com).