

medela 

Do not
miss!

Making breastfeeding easy

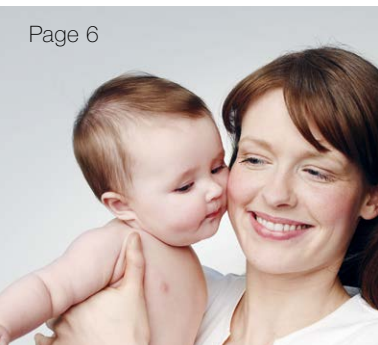
Recommendations from mothers and professionals
for a relaxed breastfeeding experience



Medela wishes you and your baby all the best!

It is common knowledge: Breastfeeding gives your baby the healthiest start in life. However, breastfeeding is not always easy at the outset. If difficulties persist, you and your baby need some help to establish a happy breastfeeding routine. Medela provides products to make breastfeeding easier and – where breastfeeding is not possible – allows you to express breastmilk to feed your baby. After many years of watching mothers and babies we have learned from those who know best – you and your baby.

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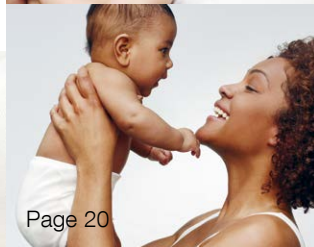


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ouch!

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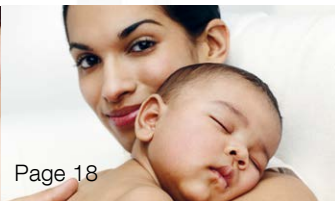


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Olle Larsson
Founder of Medela



“Looking at nature is not a fashion trend – but the most fascinating story ever to be discovered.

Spending time to look at natural behaviour and then using what you have learned to develop something truly helpful for mother and baby lasts more than a lifetime.”

Olle Larsson, the founder of Medela, has passionately transformed research findings into the most advanced breastpump technology. He started helping mothers and babies over 40 years ago. Ever since, it has been his and Medela's goal to enhance babies' health through the life-giving benefits of breastmilk. That is why we strive to understand nature and have become experts in breastfeeding over the years.

Motherly **energy drink**



Nothing beats breastmilk!

Laura Parker, Manchester, UK, mother of 2 children

I made a conscious decision to breastfeed both my children as I knew 100 % that this was the perfect way to give them the best possible start in life. Breastmilk is full of riches no substitute can provide. Even more: It cleverly changes throughout the day and continues to be just right at every stage of the baby's development. No formula food can match this. Breastmilk also protects them from many infections – and has enormous long term benefits, such as lowering the risk of obesity or asthma. So, breastfeeding was the obvious choice for me.

It's also so convenient; not only is it free, but it's always readily available, which is a blessing for a busy mum of two. I find it such a reward-

ing experience. The fact that I am helping little Mark grow healthily is wonderful and makes me feel a unique closeness to him.

So there were two strong arguments to breastfeed as long as possible: his health and our bonding. Of course,

sometimes I was worried, like about not having enough milk for Mark – but he was gaining weight and my lactation consultant reassured me. My husband was so thoughtful, he told me I was such a good and caring mother. I have a really wonderful family but I also enjoy occasionally an evening out with the girls or

a workout at the gym. For these occasions I needed to express. The breastpump I used in the hospital came with a seal of approval from health professionals, so I decided to stick with Medela as a brand. I went for the award-winning Swing – a personal electric

✧ Breastmilk lowers the risk of obesity and asthma ✧

breastpump that perfectly met my demands.

The pump feels incredibly natural. Its two phase technology is said to feel like a baby suckling which it really does. I was able to get a breastshield that fit me perfectly to make the pumping experience even more comfortable.

Tailor-made !Tips from the expert!

Breastmilk contains all the ingredients for a healthy new life:

Breastmilk not only provides nourishment, but also has immunological and developmental benefits that are unique for each mother and baby. Its content fluctuates during the day and over the months, ensuring it always has the right ingredients for each individual baby at the right time: human milk is tailor-made for human babies.

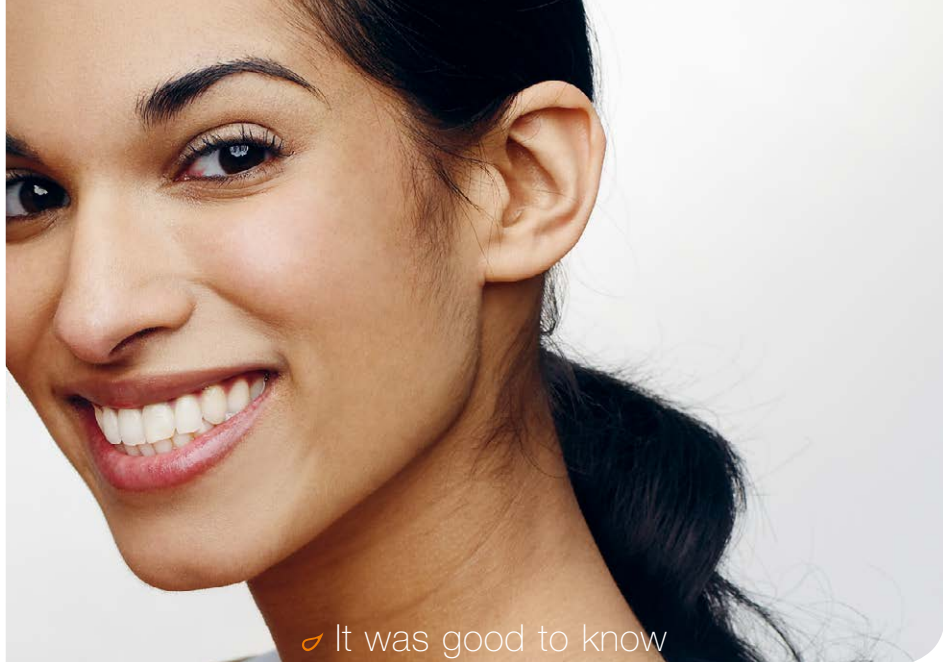
Working

mum

Baby gets best wherever you are



Freestyle – all-in-one. innovative. time-saving. All-in-one solution to provide maximum freedom – ideal for working moms.



✓ It was good to know
that my daughter was still
able to get my breastmilk ✓

Janine Devereaux, Cahors, France, mother of 2 children

I have always loved my work, and before giving birth I assumed that I would have no problem going back to work and having somebody take care of my baby. I never really gave it much thought, that is until I gave birth to my beautiful baby girl Sara. The strength of the emotional bond that developed is something that overwhelmed me. Your first priority becomes your baby and you will do everything possible to ensure that she has the best of everything. All thoughts of work vanished from my mind – something

which had never happened before. I started breastfeeding Sara right from the beginning. The midwives supported me throughout. I had read about the benefits of breastfeeding and wanted to ensure that Sara had the best start in life. It was an incredible experience. In one of my regular check-ups after the birth of my daughter, my doctor asked me whether I was planning to return to work.

It came as a big shock to me. I knew that Sara would be

Continued next page –

best buy

Freestyle™:
The world's
smallest
double-
electric
breastpump



- ✓ Double pumping can help to increase and sustain milk supply and reduces pumping time
- ✓ The pump is small, easy to transport and ideal for frequent pumping
- ✓ It includes a complete set for milk storing, cooling and transporting



Stressed

More time for your baby –
or soft priority shifting!

→ Continued from previous page

well cared for at the crèche, but I felt very uncomfortable when I thought I would have to stop breastfeeding. I started to think that I would give up work, or take extended unpaid leave. Unfortunately, these options were not possible for me. I felt very sad until my doctor introduced me to the world of breastpumps. I had always assumed that breastpumps were for people who had problems breastfeeding, but I was completely wrong.

He explained that by using a breastpump, along with

some advanced planning and organisation, I could ensure that Sara continued to reap the benefits of my breastmilk!

↪ The thought of going back to work worried me ↪

With the support of a lactation consultant, I chose a pump that would best suit my needs. About two weeks before going back to work I started to build up a supply of breastmilk which I stored in the freezer. At the same time, I introduced Sara to the

person who would be taking care of her. I provided some bottles of breastmilk for her. So I felt I was still playing

a major role. It was very reassuring for me to know that my daughter was still able to have my breastmilk.

My actual return to work was tough, but very manageable, as I knew that she was content. I was delighted to

out!



see my colleagues again and very proud to stick a picture of my daughter on my desk. I spoke to my supervisor who allocated a special room for me to pump, and I was also able to use the fridge to store my milk. I had to be quite disciplined about pumping at work, but it was absolutely worth the effort.

By bringing home my milk every evening in my cooler bag, I was able to keep replenishing my stock of milk. I felt proud of myself for doing the best for my daughter. I was worried about leak-

ing breastmilk onto my work clothes but I used disposable nursing pads for protection. They were incredibly discrete – and I kept a store of them in my bag.

✓ I felt proud of myself for doing the best for my daughter! ✓

best buy

Calma – switching between breast and bottle and back to breast has never been easier.



Make sure that breastfeeding is well established before introducing Calma.

Manage breast

Recommendations for the right hand

!Tips from the expert!

If you decide you would like to express your milk, there are some important facts to remember.

Breastmilk is like liquid gold, a wonderful elixir for your baby, and you want to handle it with great care. The choice of container for collecting your milk is very important. Bottles should be

free from Bisphenol-A (BPA) – a chemical substance often found in plastic bottles. An alternative to bottles are breastmilk storage bags, which store neatly in the fridge or freezer.



stmilk – anytime!

ling

If you need to transport your milk from work for instance, it needs to be kept cool, in a cooler bag with an ice pack until it can be placed back in the fridge. Managing your expressed

breastmilk on a daily basis will soon become part of your daily routine and you can then feel happy continuing to provide this wonderful milk for your baby.

✧ Expressed breastmilk is like liquid gold ✧



Fridge or fr that's the question!

!Tips from the expert!

It is recommended that freshly expressed breastmilk is stored in the fridge. If milk is expressed several times a day, put each portion in the fridge separately. When all portions are thoroughly chilled they can be mixed together. Breastmilk can be saved for three to five days in the fridge at about 4°C. It is important not to store the milk in the fridge door – opening and closing causes changes in temperature that may be harmful to breastmilk.

If you want to keep the milk longer, it can be frozen. When breastmilk is frozen, it will expand and therefore a container should never be filled more than three quarters full. Breastmilk can be

stored up to 6 months at -16°C and up to 12 months at -18°C. In order to know how long the milk has been stored, labelling and indicating the date is very important. Medela's Pump & Save Bags are so convenient because they have a practical area for labelling, are easy for direct pumping and

are compact for storing and freezing. Leave frozen milk in the fridge to defrost slowly and then at room temperature. A bottle warmer can be used but do not heat in the microwave.

Heating breastmilk in this way can create 'hot spots' which can be dangerous for the baby.

best buy



Pump & Save Breastmilk Bags

- ✓ Easy milk collection: Pump milk directly into the bag, preventing milk loss.
- ✓ Bags space-saving storage in fridge or freezer with separated labelling area.

eezer:

✓ Having a stock of breastmilk ensured my baby would never need an alternative ✓



Freshly expressed breastmilk

Room temperature
Fridge
Freezer compartment

Deep freezer

4 – 6 hours at 19 to 26 °C (66 to 78 °F)
3 – 8 days at 4 °C (39 °F) or lower
6 – 12 months –18 to –20 °C (0 to 4 °F)
12 months at approx. –18 °C

Thawed breastmilk (previously frozen)

Room temperature
Fridge
Freezer compartment
Deep freezer

Do not store
10 hours
Never refreeze
Never refreeze

ouch

All about taking care of your breasts

1



2



3



4



5



6



7





Rashmi Chopra, Delhi, India, mother of 3 children

With a third child, there is an assumption that breastfeeding will be a walk in the park. In the first few weeks I struggled. I have now been breastfeeding for three months and it is so easy.

1 HYDROGEL PAD

- Instant relief for sore and cracked nipples

2 PURELAN™

- Soothes sensitive or dry nipples

3 DISPOSABLE NURSING PADS

- Super absorbent and discreet

4 WASHABLE BRA PADS

- Antimicrobial material reduces odours and bacterial growth

5 CONTACT™ NIPPLE SHIELDS

- Protect sore nipples during breastfeeding

6 BREASTSHELLS

- Protect sore or cracked nipples

7 MILK COLLECTION SHELLS

- Secure solution for heavy milk leakage

My nipples were not used to all that attention and became cracked. My milk came in about the 3rd day and milk was leaking.

I spoke with my midwife and she recommended some products to help me over this period.

The disposable nursing pads absorbed my leaking milk. My nipples needed a bit extra time though. I was shown how to latch my baby on better and used the nipple shields for a while to give my nipples a rest. Using the soothing Hydrogel Pads they soon healed and I was then so happy to be able

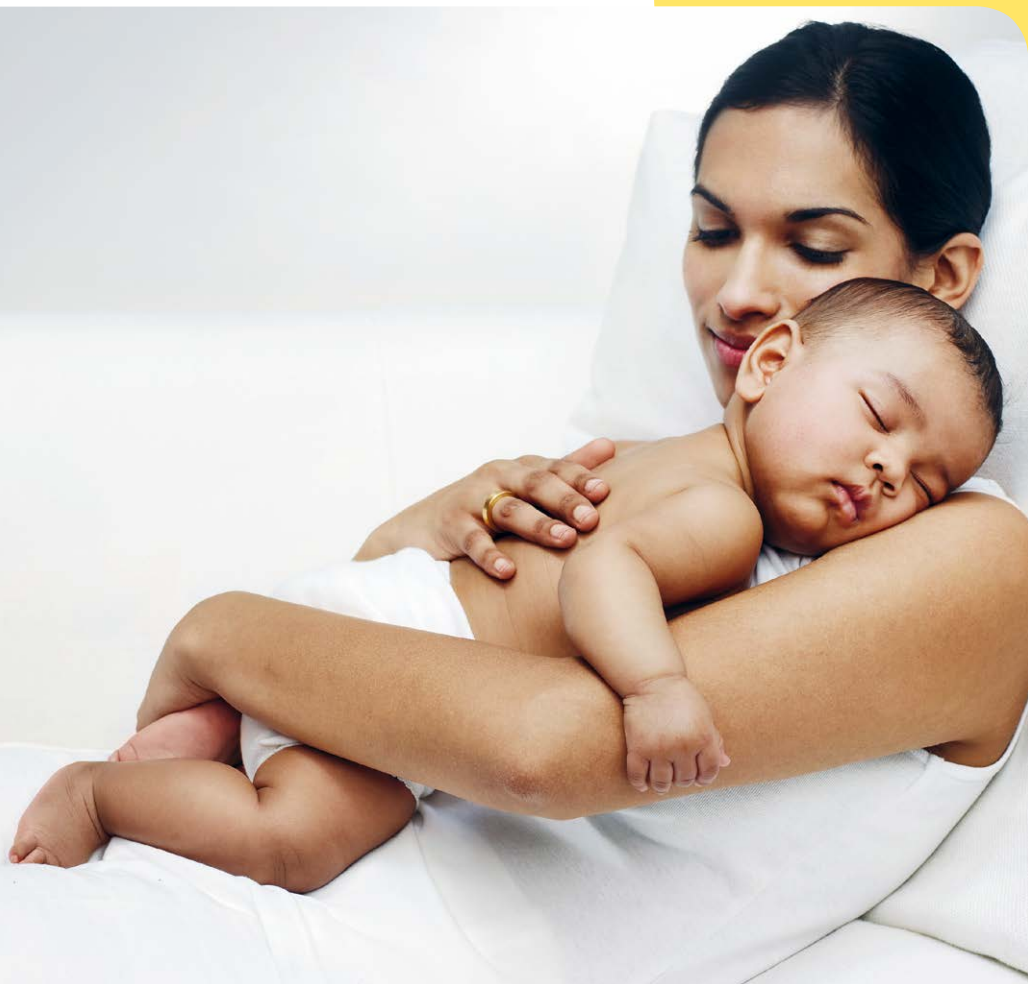
to enjoy breastfeeding once more. For the care of the sensitive nipples I continued using purelan.

✓ I was shown how to latch my baby on better which helped to cure my sore nipples and made breastfeeding more comfortable ✓

Intimate mo

Quality time with your baby

Rebekka Schuyler, Oosterhaut, Netherlands, mother of 1 child



ments

When I started breastfeeding, I used to worry whether Emma was getting enough milk. I couldn't measure how much she was getting. I was told that by the time your baby is about 10 days old, their stomach is only the size of a golf ball! I didn't realise how small it actually was.

The midwife came to visit me on a regular basis once I left the hospital. She told me to watch out for the number of wet and dirty nappies, the weight gain and how alert Emma was. As a new mother, this advice is very helpful, because otherwise you are not sure if you are doing the right thing.

Once I got the hang of breastfeeding, I found it to be the most wonderful experience ever. It was a very private moment, just between the two of us. I was able to zone out of everything else going on in the world and focus on Emma. I know that my partner was very proud

of me and his new baby and I wanted to help him experience that same closeness. I also wanted him to increase his confidence in taking care of Emma.

I spoke with the midwife about this and she suggested using a pump so he could then feed my milk to our little Emma. It was a great suggestion, and it was good to see my partner feeding our baby with the best possible food. The more confidence he gained, the more relaxed he became, and in effect, the closer he became to Emma. Sharing these intimate moments as a family brought us closer together.

best buy

Swing™ – electric 2-Phase breastpump



Swing – comfortable. silent. efficient.

- ✓ Multi-award-winning electric 2-Phase breastpump
- ✓ Proven to be more comfortable and efficient
- ✓ High performance hospital grade technology

Hello baby — bye bye germs!

Hygiene is easier than ever before

!Tips from the expert!

H– especially around breastmilk feeding products – is very important. When feeding your baby with expressed breastmilk, the parts of the pump that come into direct contact with the milk should be thoroughly washed with hot soapy water and then rinsed well after every use. All parts

should be dried thoroughly and stored in a closed box.

Frequently used bottles and teats should be disinfected once a day. There are many methods to do this, for example using steam or microwave sterilizers or the dishwasher.

When you consider buying a breastpump, you must

remember that it is a personal use item. That means, that it is designed for one person. Purchasing a used or borrowing a breastpump runs a high risk of cross-contamination.

Only hospital grade pumps – for home rental – are designed for multiple users, with a new kit for each mother.

best buy

Quick Clean Microwave Bags

- ✓ Steam treatment kills 99.9% of most harmful bacteria and germs found on breastpump accessories
- ✓ Small & compact for home use or on-the-go
- ✓ Fast & easy to use – parts are disinfected and ready to use in approx. 3 minutes.





For a great breastfeeding experience

As a worldwide leader Medela's emphasis on evidence-based research of baby's natural feeding behaviour has led to the innovations of 2-Phase Expression and Calma. 2-Phase Expression mimics the baby's natural sucking rhythm to express more milk in less time. Short, stimulating patterns are followed by longer ones, providing optimal milk flow. Calma, the uniquely designed feeding solution for breastmilk, enables the baby to pause and breathe regularly therefore helping to maintain their naturally learned feeding behaviour at the breast. Pioneered to benefit the mother and baby's unique breastfeeding bond. www.medela.com





Medela's Breastfeeding Group exists to enhance mother and baby health through the life-giving benefits of breastmilk.



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