

Breastfeeding Issues? How to keep going

*No. 1 choice
of hospitals
& mothers*





Oooooouch!

Breastfeeding can mean many challenges for new mothers. Are you experiencing any of the following?

Sensitive/dry nipples?

- I Nipples may be extremely sensitive in the first few days of breastfeeding, leading to dryness and the development of sore or cracked nipples.

Sore/cracked nipples?

- I Sore or cracked nipples usually indicate a problem with suckling or positioning and attachment, which can usually be solved by seeking professional advice.

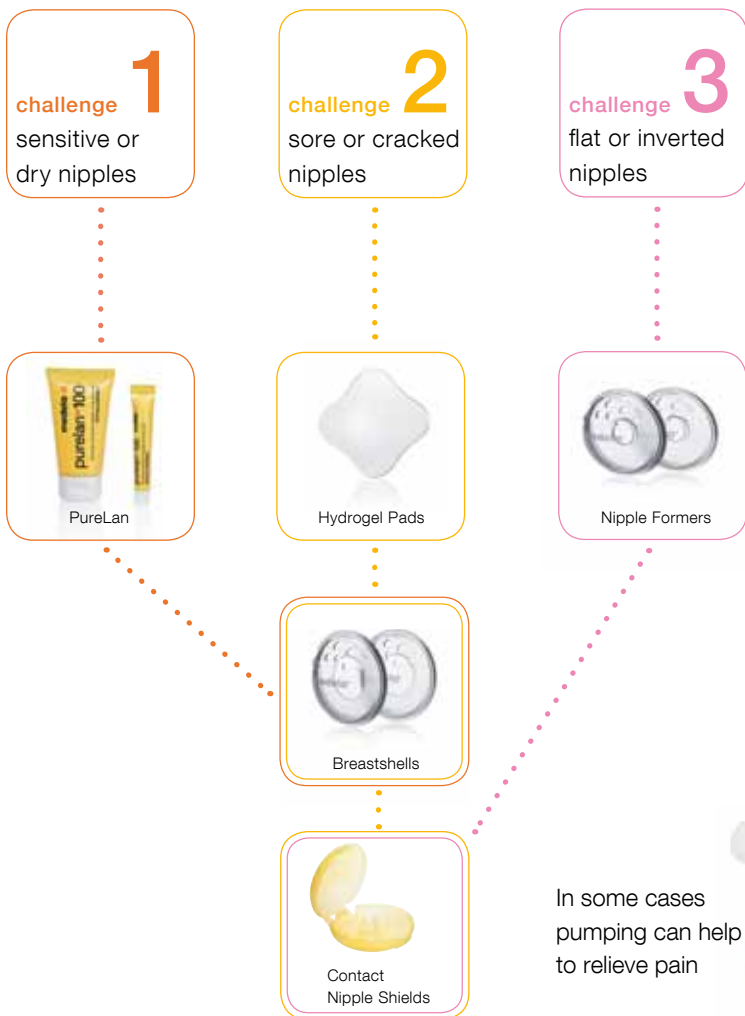
Flat/inverted nipples?

- I Breastfeeding with flat or inverted nipples often needs special support.

What if it happens to you?

Breastfeeding is a great experience for both mother and baby. Unfortunately however, many women experience difficulties with breastfeeding and therefore feel that they have to give up.





Our Breast Care Products have been designed to make breastfeeding as easy as possible. During times where a little extra support is needed, Medela offers solutions for you. Professional care for a sensitive area.

We care about you!



Having sensitive or dry Nipples?

1 challenge



PureLan 100

our recommendation

PureLan soothes the nipples by preventing them from drying out. It is completely natural consisting of 100% ultra pure lanolin (wool wax) without any additives or preservatives and therefore doesn't need to be removed before breastfeeding. It can also be used on other areas of dry skin and is even safe enough to use on a baby's delicate skin.

- | Softens, moistures, protects
- | Prevents skin from drying out

Having sore or
cracked Nipples?



challenge **2** our recommendation



Hydrogel Pads

Hydrogel Pads provide instant relief by adapting to your skin as a protective, cooling cushion. The pads help to prevent and manage the pain associated with sore or cracked nipples by soothing, moisturising and maintaining skin suppleness between feeds. Because the nipple area is kept moist, the Hydrogel Pads help to create the optimum conditions for healing.

- | **Cooling effect and optimum healing conditions**
- | **Instant pain relief**



Breastshells

Breastshells help to protect sore or cracked nipples from further chafing. The soft, flexible, silicone membrane is comfortable on the skin and provides an optimal fit against the breast. The opening in the silicone membrane can be centered over the painful nipple and areola.

- | **Opening in the silicone membrane**
- | **Easy to wear, simple to replace**



Contact Nipple Shields

Contact Nipple Shields allow you to continue to breastfeed in spite of difficulties, as they protect the breast whilst the baby feeds and provide the baby with something to latch onto, in the case of flat or inverted nipples. The open section of the Contact Nipple Shield allows maximum skin contact between you and your baby.

- | **Open section for maximum skin contact**
- | **Convenient carry case**

Having flat or inverted Nipples?



challenge 3 our recommendation



Nipple Formers



Contact Nipple Shields

Nipple Formers prepare your nipples for breastfeeding. Soft pressure helps to force out flat or inverted nipples, so that your baby can latch on more easily. The soft, flexible silicone membrane is comfortable on your skin and adapts optimally to your breast shape and size.

- | **Gentle pressure**
- | **Prepare nipples for breastfeeding**

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- | **Open section for maximum skin contact**
- | **Convenient carry case**

Where can I purchase these useful Items?

Please consult Medela Location Finder on www.medela.com and find the store nearest you.



useful tips

Everyday care

- | Express a few drops of milk onto the areola and let it dry after each breastfeed
- | Wear a bra which fits properly
- | Use good quality bra pads to absorb any milk leakage
- | Apply nipple cream if you have dry or sensitive nipples
- | Avoid excessive soap on your nipples

If you experience nipple discomfort:

Nipple care

- | Ensure your baby is correctly positioned and attached to your breast
- | Use nipple cream or Hydrogel Pads for care
- | Use Nipple Shields as a temporary support only
- | Seek advice from a lactation professional if problem persists

Medela takes care of you: Selected key products





Swing™
Breastpump



Harmony™
Breastpump



Calma
Feeding Solution
designed for breastmilk



Pump & Save™
Breastmilk Bag



Disposable Bra Pads



Quick Clean™
Microwave Bag



**The Original
2-Phase Expression®
Technology** mimics the
baby's sucking pattern.
Research has proven
to get more milk in
less time.



**Medela Breastmilk
Bottles** are made
of BPA-free plastic
for the health of
your baby.

www.medela.com

Medela worldwide

Medela serves customers through a world-wide network of distribution partners in more than 90 countries and its 15 subsidiaries. Medela continues to grow under the ownership of the Larsson family and has over 1,000 employees globally, 260 of whom are based at the head office in Baar, Switzerland.

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| I Canada | I Spain & Portugal |
| I China | I Sweden & Denmark |
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For further information about where to shop Medela products, visit **www.medela.com** and look for **Location Finders** in your country.

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