



Supporting Breastfeeding in
Hospital & Home Since 1942

BREASTFEEDING BASICS

*What new moms
need to know about
breastfeeding and
breast pumping*

**Win Free
Mom Stuff!**

go to:

**[ameda.com/
getstarted](https://www.ameda.com/getstarted)**

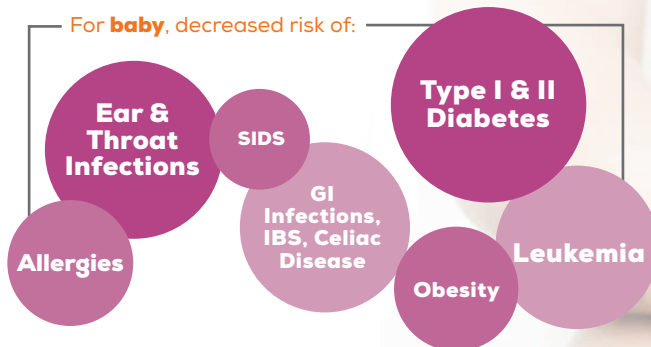
www.ameda.com 1.866.99AMEDA (1.866.992.6332) ParentCare@ameda.com

MORE THAN FOOD

Your milk is food for your baby. But it is far more than just that. Breast milk contains active living cells which help keep your little one healthy long after weaning.

Why Breastfeed?

For **baby**, decreased risk of:



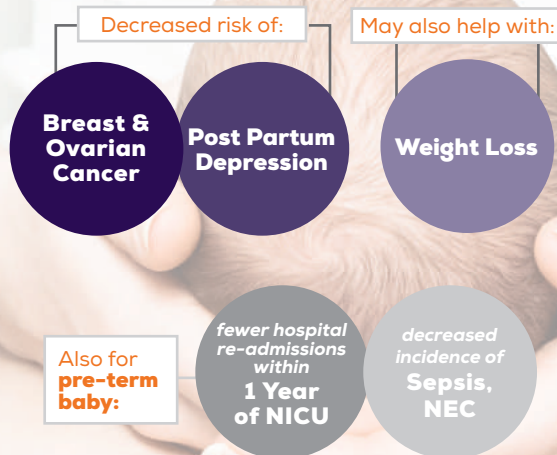
This is general information and does not replace the advice of your healthcare provider. If you have a problem you cannot solve quickly, seek help right away. If in doubt, contact your physician, lactation consultant or healthcare provider.

Did You Know?

Because breast milk has life-long benefits, experts such as the World Health Organization (WHO) and the American Academy of Pediatrics (AAP) recommend:

- Exclusive breastfeeding for the **first 6 months**.
- After 6 months, continued breastfeeding along with solid foods for **up to 2 years and beyond**.

For **mom**:



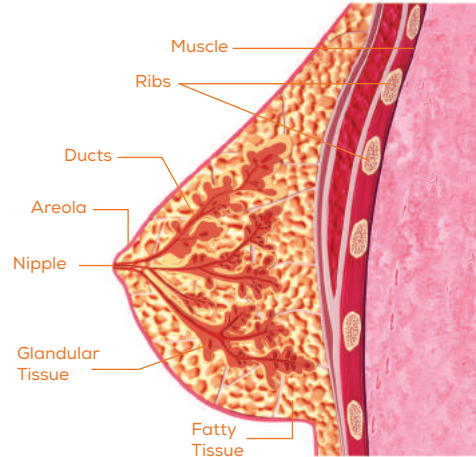
MAKING MILK

When you become pregnant, the body naturally regulates five main hormones (estrogen, progesterone, prolactin, oxytocin, and human placental lactogen) to get the breasts ready to make milk.

When breasts are drained often by your baby or by a pump, your breasts make more milk.

Did You Know?

The more milk you have in the breast, the slower your breasts produce milk. If you wait long between breastfeeding or pumping sessions, this may reduce your supply.

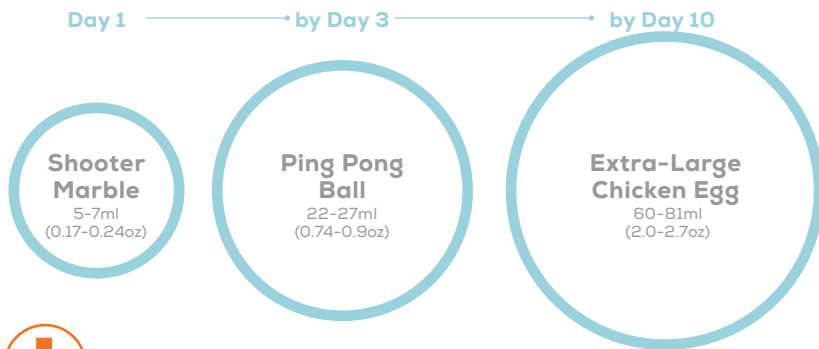


Tips & Tricks to help your milk supply

- Breastfeed or pump within one hour of baby's birth
- Breastfeed or pump 8-12 times every 24 hours
- Massage and gently squeeze your breasts before and during breastfeeding or pumping
- If pumping, hand express afterwards for a few minutes to help drain your breasts of milk

MILK INS AND OUTS

How much milk can a newborn consume? Most new moms worry that baby is not getting enough milk. Keep in mind that at birth, you have just the right amount of milk to fill your baby's stomach. These circles represent how big your baby's stomach is in the first couple of weeks of life.



Healthy early stool colors for breastfed babies:

Day 1-2
black, sticky stool

Day 2-4
green stool

Day 4-5
yellow stool by Day 5



Did You Know?

Your first special milk is called Colostrum, also known as "liquid gold." It has been present in your breasts since 20 weeks of pregnancy. The colostrum baby receives in his first few days of life is highly concentrated with nutrients and immunities, even though it is present in small quantities. This encourages your baby to nurse frequently, assuring he obtains a good milk supply early. Colostrum is also a laxative which assists your baby to expel meconium, baby's first bowel movements.



BREASTFEEDING GETTING STARTED

The time after a baby is born is both exciting and exhausting. Although breastfeeding comes naturally to most babies, sometimes it takes a period of adjustment while you and your baby are both learning.

Breastfeeding Holds

There is no one "right" way to hold a baby during breastfeeding. Do what feels good for both of you.

Laid Back

Most full-term babies are born knowing how to latch in this position. Baby is turned toward mother with complete contact between mother's body and baby's chin, chest, and belly.

In the early weeks, this position may make it easier for you and your baby to get off to a good start.



Side Lying

A great position for getting rest.



Football Hold

A great position for moms who had a **cesarean birth**, moms with **large breasts**, and nursing the **preterm baby**.



Cross-Cradle Position

Similar to the cradle position with a different arm hold, this may work well for **small babies** or those who have **trouble latching on**.



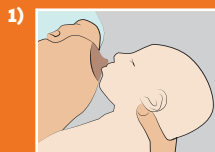
Cradle Position

A great position for **nursing on-the-go**. You can easily use pillows to support your arm during that early cluster feeding!

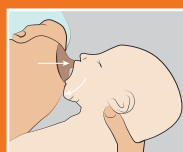


LATCH ON

Your comfort during breastfeeding depends on where your nipple lies in your baby's mouth. And that depends on how your baby takes the breast, or latches on.



Position the nipple between baby's upper lip and nose with chin in contact with the breast, head tilted slightly back.



This tells baby to open wide and bring tongue down and forward to deeply grasp the breast as mom brings baby to breast.



Lower jaw first takes at least 1 to 1½ in (3 to 4 cm) of areola, allowing the nipple to extend into the "comfort zone" deep inside baby's mouth.



Signs of a Good Latch

- You feel tugging but no pain. *(In the first week or so, you may feel some pain at first that eases quickly.)*
- You hear your baby swallowing.
- Both of your baby's lips are rolled out.
- You see more of the dark area around the nipple above your baby's upper lip than below, which means the latch is off-center as it should be.
- Your baby breastfeeds with a wide-open mouth, not a narrow mouth.
- When baby comes off, the nipple is rounded, not pointy-looking or flattened.

OUCH!

While discomfort may occur at times, nipple pain is not normal. Nipple pain is often caused by incorrect positioning of the baby or an incorrect latch. If breastfeeding hurts, seek help right away from a healthcare professional such as a lactation consultant. Nipple pain can almost always be fixed. To soothe nipple pain, try using Ameda Triple Zero™ Lanolin or Ameda ComfortGel® Hydrogel Pads.



Seek Help If:

- Breastfeeding hurts
- Your baby falls asleep a minute or two after starting to breastfeed and sleeps a lot
- Your baby loses weight or gains too slowly
- Your full breast does not soften during feeding



Breastfeeding is Going Well When:

- Your baby gains weight and is back to birth weight by day 14
- 4 days - 3 months: 4-7 ounces or more a week; After this time, weight gain should slow
- 4-5 wet diapers every 24 hours by day 4
- You hear your baby swallowing frequently
- Breast softens during feeding

Breast Care Products

A lactation consultant might recommend items such as:

1. **Triple Zero™ Lanolin** to help soothe nipple discomfort.
2. **ComfortGel® Hydrogels** to provide cool, soothing relief of nipple discomfort upon application.
3. **Nipple Shields** to help aid a latch.



Find these products at ameda.com



Don't be alarmed if...

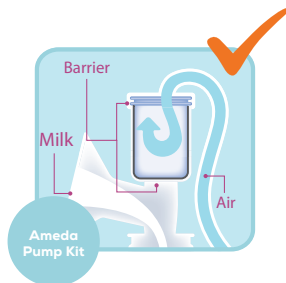
you occasionally experience some of the following:

- Your baby wants to feed more often or less often or for a shorter time
- Your breasts no longer feel full
- Your baby wakes a lot at night

CHOOSING A BREAST PUMP

A breast pump can be the perfect complement to breastfeeding. Here are some good reasons to use a breast pump:

- To relieve breast fullness or engorgement
- To provide your milk for your baby when you'll be away at feeding time
- To provide your milk and maintain your supply when your baby is unable to breastfeed
- To boost your milk production



Some well-known breast pumps don't prevent moisture and milk from getting into the tubing. Without an effective barrier, viruses and bacteria can grow. Mold can be a consequence. **Ameda's closed-system pump kits with proven Airlock Protection™ help keep milk safe.**



Considerations for Choosing a Pump:

- Is the brand used in hospitals?
- Comfort
- Open or Closed System
- Independent Speed & Suction Adjustment
- Noise level
- Ease of Use
- Portability
- To Rent or Buy
- Electric vs. Manual

Tips for Choosing the Right Pump:

1. Look for a "closed system" pump to protect breast milk

A truly closed system has a barrier that prevents milk from getting into the tubing. Milk in the tubing and motor could result in the growth of bacteria and viruses, which could mean mold. Ameda's barrier helps protect milk against bacteria and viruses for safe milk†.

2. More suction does not equal more milk

and too high of suction can cause pain or damage nipples. Every woman is different in how she responds to a pump. All Ameda pumps have complete control over speed and suction which can help moms pump more comfortably at a lower suction and produce more milk.



MORE COMFORT, MORE MILK

From our first pump over 75 years ago to the Ameda Platinum® today, Ameda set the clinical standard for pumping effectiveness in hospitals. This guides our standards in personal pumps as well, including the NEW Ameda Finesse™ breast pump. All Ameda pumps feature full independent control of speed and suction and a waveform that mimics our Platinum hospital pump technology for more comfort and milk flow.

AMEDA TRUSTED IN HOSPITALS SINCE 1942

THEN...

Ameda
Egnell
SMB™



The first safe and effective hospital pump - the Ameda Egnell SMB™ - was created by Einar Egnell in 1942. It weighed 39 pounds!

NOW...

Finesse™ is a reliable personal pump inspired by our hospital technology and waveform. It is backed by a 2 year warranty.

Ameda
Platinum®



Ameda
Finesse™



Platinum® is a multi-user hospital pump that is also available to rent. It is precise - with over 5,000 combinations of speed and suction - and even includes unique technology that monitors change in atmospheric pressure to keep the suction consistent.



Did You Know?

You may qualify for a
FREE Ameda Finesse Breast Pump
using your Insurance benefits!

visit: _____

[www.ameda.com / product-locator](http://www.ameda.com/product-locator)

STARTING TO PUMP

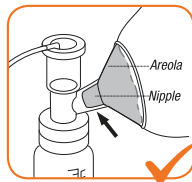
- **Center** the breast flange(s) over your nipple(s).
- **Press** lightly to make a tight air seal and angle the flange(s) downward so milk flows down by adjusting the flange(s) at the breast rather than by leaning over.
- To **achieve let-down** (milk flow) start by setting your pump to the highest speed and suction to as high as is comfortable. Adjust suction as needed for comfort.
- Once your milk **starts to flow**, adjust your speed lower with your suction as high as is comfortable.
- Once your milk flow starts to slow down, try to stimulate another let down to maximize your milk.



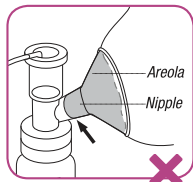
Flange Fit

Flange size, and your fit, is determined by the width of the flange opening. Using the right size can help make pumping more comfortable and efficient. Try the flange sizes until you find one that feels best and pumps the most milk.

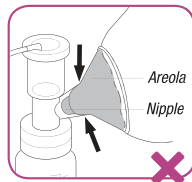
Good Fit



Too Small Fit



Too Large Fit



Ameda CustomFit™ Flange



Ameda makes finding a good flange fit easy with our **CustomFit Flange System™** by offering 7 size options that adapt to all Ameda breast pumps and kits. Learn more at [Ameda.com](https://www.ameda.com).

MILK STORAGE AND HANDLING

Milk storage guidelines vary. These guidelines are research-based and apply to full-term, healthy babies. If they differ from your hospital's guidelines, follow those instead.



Storage Tips

- Use glass, hard plastic, or milk freezer bags. Avoid thin bottle liners, which can rip.
- Store only as much milk in a container as your baby might take to avoid waste and to make it faster to warm.
- If your baby has fed from the bottle don't save any leftover milk – your baby's saliva mixes with the milk during feeding, which affects storage recommendations.
- Label milk with date, time, and baby's name with a sticky label or non-toxic marker.
- You can combine milk pumped at two different times or from different days, using the date of the oldest milk.
- Your milk may separate into layers. If this happens it does not mean it is spoiled – just gently swirl it to mix. Do not shake, aggressive motion may damage the milk.



1. Ameda Milk Storage Bags
2. Ameda Milk Storage Bag Adapters
3. Ameda Milk Storage Bottles

	Refrigerator (39°F/4°C)	Refrigerator Freezer (variable 0°F/-18°C)	Deep Freeze (0°F/-18°C)
Freshly Pumped	8 days	3-4 months	12 months
Previously Frozen, Thawed in Fridge	24 hours	Do Not Refreeze	Do Not Refreeze
Previously Frozen, Warmed but Not Fed	4 hours	Do Not Refreeze	Do Not Refreeze
Warmed and Partially Fed	Discard	Discard	Discard

* Source: Jones, F. Best Practice for Expressing, Storing and Handling Human Milk in Hospitals, Homes and Child Care Settings. Raleigh, NC: Human Milk Banking Association of North America, 2011

Heating Tips

- Healthy, full-term infants should be fed milk that is close to body temperature (feels neutral to the touch).
- Don't microwave milk or heat milk in a pot on the stove or in boiling water – it changes the milk and causes hot spots that can burn your baby.
- Whether warming or thawing milk, keep the heat low to avoid destroying the important nutrients.
- Milk can be warmed using warm water surrounding the bottle, being careful to keep away from the lid so the water doesn't mix with the milk.
- Don't feed infants cold breast milk.

Find these products at [ameda.com](https://www.ameda.com)

FOR MORE MILK & SAFE MILK, CHOOSE AMEDA

Safe Milk

Proven Airlock Protection™ with the only FDA-cleared barrier that helps protect milk against bacteria and viruses for safe milk. †

Sizes To Fit

CustomFit Flange System™ provides a range of breast flange sizes to help make pumping more comfortable and efficient.



More Milk

ComfortFlow™ Technology creates a smooth, more consistent sensation so pumping feels comfortable, which means more milk. Shown effective for establishing and maintaining adequate milk production in the hospital.

Consistent Pressure

VacuSense™ Technology only in the Ameda Platinum® pump automatically adjusts to single and double pumping and to atmospheric pressure at different altitudes for a consistent pumping experience.

Fully Adjustable

CustomControl™ allows complete control of suction and speed to select best levels for milk flow and comfort.

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How the Ameda HygieniKit† Helps Protect Breast Milk:

† The Ameda HygieniKit† has a patented silicone diaphragm that creates a barrier protecting the pump and tubing from penetration of bacteria^{1,2} and viruses (Hepatitis B and C and Human Immunodeficiency Virus HIV)^{2,3} from contaminated liquids inside the collection bottle system. The diaphragm in this product creates a barrier protecting liquids collected in the collection bottle system from penetration of bacteria^{1,2} and viruses (Hepatitis B and C and Human Immunodeficiency Virus HIV)^{2,3} from the pump and tubing in the event of contamination of these during a prior use or by a prior user. Note that the Ameda HygieniKit† neither removes bacteria and viruses (Hepatitis B and C and Human Immunodeficiency Virus HIV) from the breast milk being collected into the collection bottle nor does the Ameda HygieniKit† make it safe for infected mothers to feed their infants with milk collected using this device.

1,3 Testing performed in situ using actual HygieniKits and SMB Piston Breast Pump with suspension of Phi-X174 bacteriophage and Escherichia coli, Staphylococcus pneumoniae and Pseudomonas aeruginosa. Procedure was adapted from ASTM 1671-97b "Standard Test method Resistance of materials Used in Protective Clothing to Penetration by Blood-borne Pathogens Using Phi-X174 Bacteriophage as a test System"

2 The use of this product neither guarantees nor warranties against the transmission of Hepatitis B and C and Human Immunodeficiency Virus HIV.



Supporting Breastfeeding in Hospital & Home Since 1942



Ameda PumpEase® Hands-Free Pumping Bra

Questions?

Ameda's **ParentCare** team is here if you have any questions about Ameda products. Additionally, we have Certified Lactation Counselors (CLCs), an International Board Certified Lactation Consultant (IBCLC) and Registered Nurse (RN) able to provide lactation guidance and support.

Call us at

1.866.99AMEDA

(1.866.992.6332)

(Mon-Fri 8am-5pm CST)

or email us at

ParentCare@ameda.com.

Visit **ameda.com** for additional breast milk feeding education, support, and resources.

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