



All in all, a new mom's body is pretty amazing. You build this little life inside you, developing it from a tiny bunch of cells into a fully formed baby. Then you give birth to that fully formed baby (and it's worth it!).

Then, that amazing body of yours knows just how to make the perfect food – breastmilk – for nurturing the new love in your life.

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¹ Medela consumer segmentation study, 2008

² American Academy of Pediatrics Policy Statement, Breastfeeding and the Use of Human Milk; Pediatrics, Vol. 115, No. 2, February 2005

³ www.cdc.gov/breastfeeding/faq; Centers for Disease Control and Prevention; Breastfeeding: Frequently Asked Questions

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Did you know?

Interesting facts & fun trivia about breastfeeding and breastpumping.

If breasts could talk...



Did you know?

- A breastfeed lasts an average of 16 minutes.
- Almost three-quarters of moms produce more milk with their right breast (no correlation to being right-or left-handed).
- Babies will take more milk from the first breast offered.
- The average time it takes for a mom's milk to let-down, or start flowing, during a breastfeed is 56 seconds (but this can vary widely – so don't get stressed if you take longer).
- About a third of moms can't sense let-down. Your baby knows...watch them change their sucking pattern.
- Babies breastfeed until they're full, not until they "empty" your breast. On average, babies remove 67% of the milk you have available – this amount can vary widely among moms.

- Whether breastfeeding or pumping, the amount of milk removed and its fat content are similar.
- Your milk sprays out of many holes, not just one.
- Years ago, breastpumps resembled turkey basters. We've come a long way.
- Babies instinctively know how to get your milk quickly and efficiently: they start breastfeeding with a faster suck for stimulation until you let-down. Then when your milk is flowing, they switch to a slower, deeper suck and eat until they're full.

It's common for babies to have resting periods during breastfeeding – sometimes they "take breaks" in between sucks.

- Your baby controls your breastmilk flow with an instinctive action that includes sucking, swallowing and breathing - your milk flows during the actual sucking part, when your baby moves his tongue a certain way (We know! We've seen it on an ultrasound!).
- 90% of breastfeeding moms use a breastpump¹.
- 77% of breastfeeding/breastpumping moms get outside help¹. There's an entire profession dedicated to successful breastfeeding – Lactation Consultants ("LC's") are passionate about helping you and your baby breastfeed. You can find one in your state at www.iblce.org (click on "About IBLCE," then "US Registry of IBCLC's").
- The American Academy of Pediatrics recommends exclusive breastfeeding (that means no formula – but pumped breastmilk is okay) for 6 months and continued breastfeeding for a minimum of 1 year². Actual recent statistics³:
 - 74% of babies have ever breastfed
 - 43% still breastfeed at 6 months
 - 21% still breastfeed at 1 year

- No matter your size, you'll make enough milk for your baby – A cups, rejoice!
- Breastfeeding mothers tend to lose more weight than mothers who do not breastfeed.
- When your child is grown, you'll fondly remember the warm, unique bond you shared while breastfeeding – guaranteed.

Breastmilk is the perfect food

- Breastmilk contains special antibodies that help build immunity and fight infections.
- Certain nutrients found in breastmilk are responsible for growing your baby's brain and nervous system.
- Feeding your baby the first breastmilk after birth, called colostrum, is like giving your baby his first immunization.

What is "let-down" anyway?

In breastfeeding terms, "let-down" has nothing to do with disappointment. In fact, it's quite the contrary. "Let-down" is the common term used to describe the point during breastfeeding (or pumping) when the milk starts to flow freely. Another term for "let-down" is "milk ejection." Not the prettiest terms, but your baby will love it!

