# HelloBaby

.. have a good start!





A guide to breastfeeding from



### Introduction

#### Dear reader

The birth of your child is an experience which will change your life. From now on, you have to make numerous decisions about the care and nutrition of your newborn child. Amongst other decisions, you must consider breastfeeding.

Breastfeeding can improve your health, and that of your baby. In addition, you and your baby will develop a deep relationship that is sure to be a very positive influence later in life. With the decision to breastfeed, you give him the purest, most natural and best nutrition – breast milk!

Breastfeeding is the most natural thing in the world, but nevertheless it is a process that raises many questions and needs practice. This guide from ARDO was developed in close cooperation with the breastfeeding and lactation consultant IBCLC Marliese Pepe. It provides a comprehensive range of answers to your questions, and solutions to your problems, so that you and your baby can relax and enjoy this intimate time.



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### Breastfeeding – the ideal start in life

Breastmilk – designed by Mother Nature for your newborn baby. Breastfeeding gives him the best start in life. Breastfeeding is the best for him! Breastfeeding is the best for you! During the breastfeeding experience, the very deep relationship which began in pregnancy, will be further strengthened. Breastfeeding builds immunity to infection, reduces the costs of our health systems, protects our environment, reduces the burden on the household budget, cuts down on daily chores, and - in the long-term - gives you and your baby more time to spend together.

However, breastfeeding is a learning process, which means that mother and child have to practice. From the start it requires knowledge, time, and patience; but you and your baby will both enjoy the most rewarding relationship, and both will reap optimal health benefits. With this brochure ARDO wants to give you an insight into the world of breastfeeding. ARDO offers premium-quality breastfeeding products to make your life easier in real terms.

Turn the pages of this brochure and find much of the information that you need as a breastfeeding mother.





Breast milk contains everything that your baby needs for healthy development.

### Improved health and development for your baby

Breast milk contains everything that he needs for healthy development.

Breastfed infants have a clear advantage. The immune system will not be completely mature before two years of age, and breast milk contains many constituents which actively work against infections. In fact extensive research has shown that breastfeeding is healthier for him than bottle feeding with reconstituted powdered milk. Breast milk reduces the risk of several illnesses, such as inflammation of the middle ear, infections of the respiratory and the urinary tract, allergies, sudden infant death syndrome diarrhoea, nappy dermatitis, diabetes, bacterial meningitis, Crohn's disease (inflammation of the intestine), etc. Infant allergies are on the rise. A baby breastfed for just the first six months of life, has a reduced allergy risk of up to 50%. Breastfeeding reduces the risk of a child suffering from obesity later in life. Moreover, many babies are allergic to artificial powdered milk (replacement feeding for babies). Breast milk is easily digested, and strengthens the digestive

tract. Sucking at the breast encourages the correct development of the entire oral cavity (facilitating the use of language), and preventing, amongst other things, malocclusions.

**Note:** A malocclusion is a misalignment of teeth and/or incorrect relation between the teeth of the two dental arches.

#### Better health for you

Not only your baby benefits from breastfeeding. Hormones released while breastfeeding encourage the uterus to return to its original pre-pregnancy size. Such hormones reduce blood-loss, and lower the danger of a uterine infection. The hormones have a calming effect and strengthen the relationship between you and your baby. You learn to understand him faster and better.

Moreover, studies show that breastfeeding reduces the rate of breast, uterine and ovarian cancer. In the long term, the risk of osteoporosis (in the mother) is also lowered. Mothers who breastfeed lose weight faster after childbirth.



Together and healthy in life – with breast milk

### Together and healthy in life

Breast milk is always available, easy to digest and is always at the right temperature. It is absolutely free. Studies show that breastfeeding saves a lot of time, money and effort compared to bottle-feeding. Breast milk contains everything that your baby needs for optimal growth. Furthermore, breastfeeding is calming for you both.

A significant benefit for you: breastfeeding reduces your risk of developing breast cancer. Mothers who breastfeed get back into shape much faster.

#### **Breastfeeding difficulties**

Some mothers may feel that breastfeeding will tie them down, and disrupt their schedules. By having some breast milk standing-by in the fridge or freezer, you can still have the flexibility of taking some ,you-time', a break in your 24-hour job as a mother.

**Note:** If you give him pumped milk before the 4th - 6th week, there is a danger that he will get used to the bottle, and to the different sucking technique, and refuse the breast as a result.

ARDO has a complete range of gentle and efficient breastpumps for you to choose from.

### Anatomy of the female breast

The female breast consists for the most part of glandular, fat and connective tissue. Between 4 and 18 lactiferous ducts connect the mammary glands, which are made up of alveoli, to the nipples. The lactiferous ducts branch out in the vicinity of the areola. The areola contains nerve endings that regulate milk formation. This means that the more the areola and the nipple are stimulated, the more milk is produced. The more he sucks at the breast, the more milk is available.

The areola also contains special glands, called Montgomery glands. They release a fatty or oily substance which keep the skin of the nipples and the areola pliant. The substance also has an antibacterial effect.

The size of a breast has no influence on the ability to breastfeed. Women with small breasts can also breastfeed successfully.

### Milk production

Two hormones are basically responsible for milk production. Prolactin generates milk in the glands, and oxytocin makes the milk flow. Once your baby sucks at the breast, the milk vesicles and lactiferous glands contract. Milk flows from the nipple. This process is called the 'milk-ejection-reflex, or the 'let-down-reflex'.

This reflex is triggered simultaneously several times in each breasts during breastfeeding. You can recognise the letdown-reflex by the following signs:

- tingling warm feeling or stinging in the breast
- milk starts to run from the other breast
- your baby swallows rapidly and regularly

Anxiety or stress may have a negative effect on the function of oxytocin. The milk may not flow at all, or may only flow slowly, despite being present in the breast.



Time, a relaxed atmosphere and a bit of patience are the ideal conditions for successful breastfeeding

#### What happens during pregnancy?

During pregnancy, the glandular tissue begins to grow. The areola swells and darkens, which makes it easier for your baby to find the nipple. In the 20th week of pregnancy, the breast already begins to produce colostrum, which is occasionally secreted during pregnancy.

### Flat and inverted nipples

It is a good idea to check the form or shape of the nipple during the pregnancy.

Softly press together the breast at the areola close to the nipple. If the nipples do not emerge (inverted nipples) or remain flat (flat nipples), your baby may find it difficult to latch onto the breast properly.

If your nipples don't protrude, contact an IBCLC lactation consultant, or a midwife, during pregnancy.



The ARDO Tulips nipple shield protects, and can help baby latch-on to the nipple



The nipples should bulge so that he can easily latch on

If, after a few days, your baby has not been able to latch-on and suck efficiently, an ARDO Tulips nipple shield will probably help. Alternatively, the milk can be expressed using one of ARDO's gentle and efficient breastpumps, and he can still reap all the health benefits that breast milk has to offer.

#### After birth

The first hours after birth are very important for the initiation of the breastfeeding relationship, as the rooting (searching) and sucking reflex is very strong at this time. The best way to initiate the breastfeeding relationship is to place your baby naked on your chest, and leave him there until he latches onto the breast. Most babies reach the breast on their own, and latchon without any help.

Bonding is an important process for you and your baby - take your time, together with your partner, to enjoy the first unforgettable moments in the company of your child.



### Interesting facts about breastfeeding

### Unique composition of breast milk

One drop of breast milk is made up of 4000 living cells. It adjusts to your baby's differing needs, and constantly changes its composition. It depends on his age, the time of day and the respective meal. Sometimes its composition even changes during a single breastfeeding session, when the sugar and fat content in particular can vary. At the beginning of the meal, the milk seems more watery (foremilk), and after the triggering of the milk-ejection reflex, it contains much more fat (hind milk) and has a creamy-white appearance.



Every drop of breast milk is precious – it contains 4000 living cells!

Foremilk quenches your baby's thirst while hindmilk satisfies his hunger. Breast milk contains all the important vitamins, minerals and trace elements required for optimal growth, and meets all hygiene requirements.

### Initiation of milk production

#### First milk

When your baby is newborn, breast milk is yellow, viscous, and easily digested. This is called colostrum, or first milk, and contains more proteins (particularly antibodies), and less fat than mature breast mature

breast milk. These antibodies are active in the gut, stimulating development of the young digestive tract, and bestowing protection from infection. First milk (colostrum) contains three times the concentration of sodium found in mature breast milk. For this reason, your healthy, full-term baby does not require extra fluids during those first days. This means that the colostrum already being produced is usually sufficient. Colostrum also stimulates bowel actions, meconium is excreted more quickly, and the danger of jaundice is reduced.

### <u>Transition from colostrum to mature</u> breast milk

The gradual transition to mature breast milk occurs between the 2nd and 4th days after birth (sometimes between the 6th and 7th days, and with mothers of premature infants, between the 10th and 14th days). The start of this phase is called initial ,milk-let-down'. It lasts about 14 days. The breasts become warmer. are heavier and the veins become visible. Breast glands often swell at this time, and the breasts may feel hard and you may experience some degree of pain. In this case, we recommend the use of ARDO Temperature Pack as a cold compress. Frequent breastfeeding, and regular breast massage may reduce or prevent discomfort

#### Mature breast milk

After two weeks, the consistency and amount of the breast milk will have changed and adjusted to the needs of your rapidly growing baby.



Breast milk is always optimally adjusted to your baby's age - your body knows what's right.

#### Breast massage and compression

Breast massage promotes the blood circulation in the breasts - as well as the flow of milk - and has a positive influence on milk production. This massage should be performed briefly before each breastfeeding session, especially in the first days and weeks after his birth. Such massage will help to avoid engorgement and is especially useful for the prevention of breast inflammation. Breast massage should be carried out gently and should never be painful. Hands should be washed thoroughly before any massage.

#### **Instructions:**

1. Place your breast between your hands, which should be held horizontally, and move the gland tissue back and forward - as shown in the picture.



Afterwards you repeat the same procedure by placing your breast between your hands held vertically.



2. One hand supports the breast. Place three to four fingertips of your other hand flat on the breast and massage the gland tissue with circular movements. The fingertips are shifted 2-3 cm every now and then and the procedure is repeated until you have massaged the entire breast.



3. Use your fingers gently to caress the breast from the base of the areola to the nipple. This movement will encourage the milk to flow.



4. Try gently to squeeze out a drop of milk by placing the thumb and the finger (as shown in the picture below) behind the areola and pressing slightly in direction of the chest. Then, by applying gentle pressure, move your thumb and finger towards the nipple without rubbing the skin.



You can wet your nipple wit the resulting drop of milk to encourage your baby to suck



5. The rhythmical repetition of step four around the areola can relax a tense breast or even empty it. Alternatively, you can express the breast milk using one of ARDO's gentle and efficient breast pumps. e.g Calypso.

#### **Breast care**

The breast needs no special hygienic measures during breastfeeding. Daily showers or washing are sufficient. However, avoid contact with soap or shower gel. The natural protection of the nipples and areolae may be reduced or destroyed. After the breastfeeding session express a drop of breast milk as described and spread it over your nipple. In the case of sensitive, slightly reddened dry or chapped nipples, a special-care product such as ARDO GoldCream nipple ointment will help.

### Breastfeeding – how it is done



#### The right time

The sooner, the better!

In most cases, it won't take long for your newborn baby to begin searching for the breast. Some babies suck energetically right from the start. Others suck or lick the nipple carefully. The most important requirements for successful breast feeding are: a) early, and b) correct positioning.

### **Correct positioning**

Through correct positioning from the start, you can prevent such breast-feeding problems as sore nipples, back, neck and arm pain, lack of milk etc., and after a few days' practice you can happily enjoy breastfeeding. Pay attention to the following points:

### 1. Correct positioning of mother and baby

A comfortable position for you, and the correct positioning of your baby contributes substantially to successful breastfeeding. Therefore, it is not that important whether you breastfeed lying down or seated. However, it is recommended that you change the breastfeeding positioning during the day, to relieve the nipples and empty breasts – take out regularly.

A nursing pillow can make breastfeeding more comfortable. It supports your arm while you support your baby. Once he has latched-on in the correct position, the pillow should be used to support your arm. This allows better control of his position and ensures that:

- whatever position you choose for feeding, he should be facing you with his head and neck in a straight line this ensures that he can swallow easily
- the mouth is at the same height as the nipple
- his neck, shoulders and back should be supported. Your arm must be supported and your shoulders should be relaxed
- the tip of his nose and his chin should touch the breast throughout the breastfeeding session



Relaxation music for mothers. Soft background sounds and gentle melodies have an equally soothing effect on you and your baby.

The most common positions are explained as follows:

### Breastfeeding in a sitting position

#### Fooball hold

His back rests on your lower arm, your hand supports his head. His torso is tucked under your underarm with his legs towards the back of the chair. The sucking of a newborn baby in this position can be easily controlled. It is especially suitable for breastfeeding twins, premature babies, after a Caesarean section or when he has a cold.



### The classic cradle hold

He lies on his side in your arm (in the socalled 'cradle hold') so that his entire body is turned towards you. Your RIGHT hand supports his bottom while his head rests in the crook of your arm.



### Breastfeeding in a lying position

#### Lying position

You lie closely together on your sides, stomach to stomach. This breastfeeding position is especially rec-ommended at night or when you want to relax while breastfeeding during the day.



#### 2. Positioning of the breast

Once breastfeeding is established, it is not necessary to hold the breast during the feed. A large or pendulous breast may need to be supported. The breast is held with the other hand, with four fingers supporting from underneath. The thumb is positioned above the areola. In the case of a small, preterm or weak baby, it may be necessary to hold the breast during breastfeeding. This may also be necessary if the breast is full and hard or if the mother has sore nipples.



In this case, push the breast gently forward so that the areola softens. In this way the baby can take more of the areola into his mouth during latch-on.



3. Helping your baby to latch onto the breast



If your baby is not already rooting for your breast, he will open his mouth if you touch his lips with the nipple.



Align your baby so that his nose is in line with your nipple.



As soon as his mouth is open, draw his whole body closer so that he gets a good mouthful of breast. The chin and the tip of the nose touch the breast. The nipple will be drawn deep into the your baby's mouth, and the upper and lower lips should be turned outwards. If he has been correctly positioned, a feed does not have to be time limited.

**Note:** Your baby is drawn towards the breast - not the breast towards your baby.



If it hurts from the start, then he is probably not positinoned correctly.

#### 4. Releasing the baby gently from the breast

When you want your baby to release the breast, we recommend breaking the vacuum first by sliding a finger between the breast and the corner of his mouth. However, in most cases, your baby will let go of the breast on his own, when he is full.



### The burp

Babies who drink quickly and avidly, or who choke during breastfeeling, are more likely to have air in their stomachs than babies who drink more slowly. If your baby is restless during or after feeding, pick him up and softly rub his back. If he has air in his stomach, he will ,burp'.

#### **Breastfeeding frequency**

Frequency of breastfeeding is different for each baby. There are constant changes in the course of development. The best breastfeeding results are obtained when a healthy, full term baby is breastfed as often as he needs.

During the first few days, the frequency of breastfeeding can reach 4 - 8 times a day. On the 3rd to 4th day after birth, the frequency may increase to between 12 to 14 times a day (A day = 24 hours). A little later the frequency may level off to every 2 to 3 hours.

It is normal for your baby to want to be breastfed at night in the first months of life. During growth spurts (at the age of 2 to 3 weeks, six weeks and three and six months), the frequency is known to increase. Illness, high temperature (fever) or restlessness and tension can change the frequency of need - either reducing or



Breastfed and full – and romping with Mummy is fun.

### **Breastfeeding duration**

The time taken for each breastfeeding session depends on your baby's age and individual eating patterns. The length of time can vary between 10 and 20 minutes per breast. Offer him both breasts. If he loses interest in taking milk after feeding at one breast, offer him the other breast. The distraction of a diaper change and a short break, may rekindle his appetite. His sucking sounds and the intensity of sucking are indicators of the phase of milk flow. At the beginning, short and fast movements cause the milk to flow. This is followed by slower, more intense sucking. which means that the milk flow has started. As soon as he gains an average of at least 150 grams per week, you can be confident that he is getting enough milk.

### Weaning

Basically you can wean at any time. The weaning process should take anything from approximately 14 days to a few months. By slowly reducing the frequency and duration of breast milk feeds, the breast will yield a gradually diminishing amount of milk. If you feel an uncomfortable fullness in the breasts, you can express a small amount of milk for relief. The herb parsley helps to reduce the quantity of milk produced, as do sage tea and peppermint tea.



Breast is best – long after the first steps!

### How long should breastfeeding continue?

Ideally, your baby should be fed exclusively with breast milk during his first six months. It contains everything that he needs for healthy growth. After 6 months, he should begin taking solid food as well.

Breastfeeding is then gradually replaced by solids. The WHO (World Health Organisation) and UNICEF recommend continuing with breastfeeding up to the second year of life. Breastfeed for as long as you and he want to



### Breastfeeding - day-to-day



#### Breastfeeding and work

Returning to work does not mean that you have to wean. It is rather a reason to continue breastfeeding, as your child will miss you during your absence. Breastfeeding helps to restore that special bond, when you reunite with him after an absence. However, a certain degree of preparation is needed. It is important that you inform your employer in advance that you want to breastfeed your baby.

If you want to express your milk, you should start expressing approx. two weeks prior to the first day of work so that you can build up a supply. You can rent a pump or buy one. We recommend the compact ARDO Calypso Personal Breast Pump. If you express at work, you can carry Calypso in a backpack (separately available). You can keep the milk cool on your way home in the ARDO ColdBag carry bag. You can also express directly into an ARDO EasyFreeze milk bag, thus saving storage space. Breastpads such as the ARDO LilyPadz are effective in preventing milk leakage. You will find further information about how to express and store milk, and about other breastfeeding accessories on Pages: 30 - 34



For the mobile mother: Breastfeeding set with the ARDO Calypso-to-go breast pump and a wide range of breastfeeding accessories



Swimming, sleeping without a bra, going out to work: no problem with ARDO LilyPadz, the, the reuseable breast pads for all everyday situations

### Your rights at work

When you return to work, and wish to continue breastfeeding, you usually have the right, (legally guaranteed in some countries), to the time required for breastfeeding, or expressing milk. If in doubt, contact your breastfeeding or lactation consultant, midwife, or the relevant Institutions. (Addresses on Pg. 35)

### Breastfeeding and spare time

Try to find time for yourself in your 24-hour job as a mother. Short rests, and regular leisure activities are very important for your well-being, and ultimately for your child as well. With a supply of expressed milk, you can ensure that he is fed with breast milk, even if you are absent.

#### Breastfeeding away from home

You can breastfeed wherever you please. As you become more comfortable and adept at breastfeeding, it becomes second nature and there is no need for special equipment, such as pillows.



### **Breastfeeding and nutrition**

Healthy and balanced nutrition is very important for every new mother, particularly during breastfeeding. The calorie consumption increases by approx. 400 kcal. A breastfeeding mother can generally eat anything she wants. However, food which does not agree with you (which causes gas or indigestion) might give your baby stomach pain. If he shows extreme discomfort, these foods should be temporarily avoided. While breastfeeding, do not use alcohol or nicotine.



When Mummy is not around, Daddy can feed me too

Mothers who are breastfeeding get thirsty often. Make sure you have something to drink on hand when you start to breastfeed. As long as your urine is clear and odourfree, you are getting enough to drink. You do not have to drink milk in order to make milk, but you can drink herbal teas, 100% fruit juice, mineral water etc. Alternative foodstuffs, and drinks, said to improve the quantity of breast milk, are not scientifically proven - but if you like them, then use them.

### **Smoking during breastfeeding**

Milk production can be impaired by nicotine. You should not smoke while breastfeeding. If this is not possible, smoke only after breastfeeding. Never smoke in the presence of your baby. For your baby's sake, try to reduce nicotine use as much as possible.

### Breastfeeding – when problems occur



Almost every mother can breastfeed her child. However, lack of self confidence, incorrect information or fear sometimes lead new mothers to question their ability to breastfeed. During pregnancy, many mothers do not realise that breastfeeding starts immediately after birth. It often takes a few weeks for you and your baby to adjust this natural process, so that his individual needs are met

Good breastfeeding preparation can prevent many breastfeeding problems, in particular sore nipples.

In this section, we want to encourage you and help you cope with certain difficulties, should they arise. In the event of breastfeeding problems or uncertainties, do not hesitate to ask specialists for help. Trained breastfeeding and lactation consultants IBCLC work in clinics and

hospitals, and in private practice. They will gladly assist you, even after you have left hospital.

### Not enough milk

The weight gain of your child is one factor in determining whether or not you have enough milk. If he gains at least 150 grams per week, then you have enough milk.

Sometimes your milk supply may be reduced for a few days, if, for example, you are overtired or your child is going through a growth spurt. Frequent breastfeeding, more frequent change of sides (ping-pong breastfeeding), and getting enough rest together with a balanced diet, can all help to stimulate milk production. Further, every culture favours certain alternative foods or drinks to improve the quantity of breast milk these may not be scientifically proven but you can use them. Within 2 to 3 days, the milk supply will have adjusted to the baby's demands.

It is normal that, after a few weeks, your breasts may not feel as full as they did when you started breastfeeding - this is not connected with the quantity of milk produced. However, your baby should gain weight steadily and, during the first four weeks, should have at least one bowel movement a day. He should also have a wet nappy about six times a day. If you have any concerns or questions, do not hesitate to contact a breastfeeding specialist.

### Engorgement and mastitis (breast inflammation)

During the entire period of breastfeeding, and especially in the first weeks at home, you may experience very full breasts. They may be hard and painful to touch. This is engorgement. If you feel as if you have symptoms of flu (e.g. fatigue, joint pain, headaches and fever), you may be experiencing engorgement, or an infection.

We recommend that you act as soon as possible, when these symptoms occur, in order to prevent infection. Carry out the following actions:

- Place a warm damp compress (e.g. ARDO Temperature Pack) on your breast for approximately 10 minutes before breastfeeding to make the milk flow better.
- 2. Position your child so that its chin points in the direction of the hardened area.
- 3. Massage the hardened area gently during breastfeeding.
- 4. If the breast is still hardened after breastfeeding, use a gentle breastpump (e.g. ARDO Calypso) to express while massaging the hardened area.
- After breastfeeding/expressing, cool your breast for about 20 minutes with a cold compress (e.g. ARDO Temperature Pack).
- 6. Allow yourself enough rest (ideally, take a nap together with your baby) and drink plenty of fluids.



The Temperature Pack, applied when warm before breastfeeding stimulates the flow of milk. When applied cold after breastfeeding, it relieves engorgement

If the symptoms do not diminish within a few hours, or if fever develops, there may be danger of breast infection (mastitis). Contact a breastfeeding and lactation consultant IBCLC, or a midwife. Contrary to conventional wisdom, a breastfeeding mother who has a breast infection (or who is taking antibiotics) does not necessarily have to wean her baby.



When breasts are hardened, express the milk preferably with a gentle breast pump – such as the ARDO Calypso

### Sore nipples

It is normal to have sensitive nipples in the first 2 to 3 days after the start of breastfeeding. If the discomfort continues, or if the nipples become sore, cracked or start to bleed, the cause is probably incorrect positioning. For example, your baby may have taken the nipple, but not enough of the areola, into his mouth. He may not have opened his mouth sufficiently, his lips may be turned inwards, you may have bent forward during positioning instead of pulling him towards you, or he may be lying on the pillow instead of being held in your arm. See: Pages 14 to 17, ,Breastfeeding - how it is done', (Correct Positioning).

As sore nipples cause intense pain, seek the advice of a breastfeeding specialist as soon as possible. ARDO also has products which can help you.

ARDO's GoldCream - made from 100% pure lanolin - can promote self-healing, and can be used to prevent dry and tender nipples.



GoldCream protects and cares for nipples, during breastfeeding, and prevents irritation. Dry and sensitive nipples benefit especially from GoldCream's gentle and effective care.

### Flat and inverted nipples See page 9

#### Breast milk leakage

While breastfeeding, leakage of breast milk may be experienced. To stop milk leakage, and to avoid wet spots on clothing, breast pads such as ARDO's LilyPadz, made from breathable high-tech silicone, are available.

#### Inefficient milk removal by the baby

Some babies fall asleep during breastfeeding and do not drink efficiently. It often helps to switch him to the other breast when sucking sounds become less noticeable, or to change him and reposition him. To help him to suck more efficiently, you could try the following:

- 1. Breast massage before breastfeeding to make the milk flow.
- 2. Position him in the Football Hold make sure that his feet touch a pad. Give him the opportunity to reach with his hands.
- 3. Support the breast well during breastfeeding (see p. 15).
- 4. Support his chin with your index finger.
- 5. Listen to his swallowing sounds.
- 6. Early in the breastfeeding session, or if the swallowing sounds diminish, strike the breast with the thumb, or apply breast compression (pain-free squeezing of the breast) high up on the breast, well away from the nipple area.

By helping your baby to suck more efficiently, he obtains more milk with less effort. The procedures described above are also helpful in the case of a ill or premature baby, or following a Caesarean section, or a difficult birth.

### Nipple confusion

Sucking on the breast differs fundamentally from sucking on the bottle. Just one meal from a bottle may confuse your baby and he may no longer want to drink from the breast. Therefore, many clinics and hospitals do not top up with the bottle but use an ARDO EasyCup, for example, as an alternative.



The ARDO EasyCup - for topping up with breast milk.

### Ill and premature infant

In the case of mother - child separation, or a preterm delivery, your baby can still be fed breast milk - you can simply express your milk. ARDO breastpumps are the perfect choice. Expressed milk which is not immediately used, or offered to him, can be stored - either refrigerated or frozen. It is important not to interrupt the cooling process during transport. For this purpose, convenient cool bags can be ordered from ARDO.

### Express and store breast milk



Happy to express!

If your newborn baby does not suck strongly, it may be necessary to use a breastpump in order to stimulate milk production. Also, in the case of motherchild separation, e.g. premature birth, if he is sick, or mother is returning to work, milk production can be built up and maintained through regular expressing. Consequently, he can be fed with vital breast milk and your chance of continuing to breastfeed is much improved.

Occasionally, milk does not start flowing immediately. Fear and pain can block the milk ejection reflex. However, the milk ejection reflex can be promoted with a breast massage (see page 12-13) or relaxation exercises. The warmth of the ARDO Temperature Pack also has a stimulating effect.

**Double expressing increases** milk quantity The simultaneous expression of milk from both breasts reduces the pumping time by half, and increases the quantity of milk.

### The choice of the right breastpump

Basically, there are two kinds of pumps: hand-operated and electrical. For frequent expressing, an electrical breast pump is recommended. For occasional use, a hand-operated pump can be used. For long-term use it makes sense to purchase a handy, cost-effective electrical pump, such as the ARDO Calypso (mains- or battery-operated).

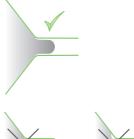


| The right choice of ARDO breastpump   |                   |                  |               |         |  |  |  |  |  |
|---|-------------------|------------------|---------------|---------|--|--|--|--|--|
|   | for hospital/hire | for personal use |               |         |  |  |  |  |  |
| Model   | Carum             | Calypso          | Calypso-to-go | Amaryll |  |  |  |  |  |
| occasional use (leisure, going out, working)  | •                 | ••               | •••           | •••     |  |  |  |  |  |
| regular use (going back to work)  | •••               | •••              | •••           | •       |  |  |  |  |  |
| Medical reasons (mother or baby in hospital, breastfeeding problems, breast inflammation) | •••               | •••              | ••            | •       |  |  |  |  |  |

### Making the right choice of breast shell size

The breast shell size is correct if...

- the nipple moves freely in the funnel and can follow the rhythmic movements of the pump.
- no part, or very little, of the areola is in the funnel.
- the milk flows and the breast feels uniformly soft after expression.





### **Optimal individuality**

Our philosophy is always to offer you the maximum in individuality.

#### Therefore you can...



- independently adjust the pump rhythm and vacuum strength to your personal requirements as well as to the individual patterns of your baby. "IndividualPhases" allows you to adjust the stimulation to produce efficient expression.
- select the correct fit of breast shell to take into account your changing nipple size and shape during lactation.
- use the electric breastpump Calypso as either a single or a double pump.
- use the breastpump Amaryll with either your right or left hand. The ergonomic design allows this flexibility.
- express your precious breast milk directly into the EasyFreeze bag for hygienic storage, or, after pumping, transfer it to the EasyFreeze for freezing.

### Maximum safety and hygiene

The silicone membrane pot integrated into the PumpSet is at the heart of our "VacuuSeal" technology. This technology ensures that there is a total barrier between the breast milk and any pathogenic agents. "VacuuSeal" guarantees protection of the breast, breast milk and the pump against contamination. Components such as the silicone tubing do not have to be boiled/sterilised before use.





### Safety/Security: BPA-free

The ARDO guarantee: our breastfeeding products are manufactured exclusively from material free from Bisphenol A (BPA).

#### Storage of breast milk

Expressed breast milk can be kept in the refrigerator (4 - 6° C) for three days. In order to stock up, the expressed breast milk can be stored for three months in the freezer compartment of the refrigerator and six months in the deep-freezer at a temperature of at least -20°C. For example, each portion (60 to 120 ml.) is expressed, preferably into special and separate freezer bags, immediately to be cooled or frozen.

The specially designed ARDO Easy Freeze Bags are made out of premium-quality materials, and are double layered to avoid the absorption of external flavours. They are hygienic (presterilised) and practical, and guarantee optimal storage of breast milk.

**Important Note:** Mark each EasyFreeze bag with the date the milk was expressed and frozen.

### Repeated expressing and storage

In case of repeated expressing within 24 hours, the freshly expressed breast milk can be added to the already cooled milk. If the milk already expressed has been frozen, then cool the latest batch of expressed milk in the fridge for half an hour, and deep freeze it in its own EasyFreeze bag.

### **Defrosting and warming breast milk**

Breast milk can be defrosted in the refrigerator, or at room temperature. Place the EasyFreeze bag in a bowl of warm water, or hold it under lukewarm, running water until the milk reaches 37°C. The milk should feel no more than warm to the hand. Shake a drop of milk onto the back of the hand to check the temperature. Breast milk should not be warmed in the microwave.

During defrosting, breast milk may separate into aqueous and fatty layers. Careful shaking of the EasyFreeze bag will homogenise the milk again. Such changes do not mean that the milk has gone badit can still be used.

**Important Note:** Defrosted milk must be stored in the refrigerator, and used within 24 hours. Breast milk which has been warmed up and then not used, or any residue milk which your baby did not take, must be thrown away.



ARDO EasyFreeze breast milk bags preserve your precious breast milk for up to six months (in the deep-freeze).

### **Breastfeeding Accessories**



### The new standard in breastpumps for use in hospitals

Carum is the first breastpump which includes adjustable cycles and vacuum levels in both stimulation and expression modes – adjustments which can be made independently of each other. The Carum has been designed with a special feature called the "Sensitive Programme", especially for mothers with sore and sensitive nipples, by incorporating lower start levels for cycles and vacuum.

The breastpump was developed in co-operation with lactation consultants using the most up to date knowledge and expertise.

Visit the Carum website for more information, videos and exciting details on the new standard in breastpumps for use in hospitals and clinics!

<u>www.carum-breastpump.com</u>

www.carum-breastpump.co.uk

### ARDO Calypso - The gentle breastpump

Calypso is gentle, efficient, hygenic and extremely easy-to-use. It can be adjusted, to suit personal needs and preferences, in both stimulation-mode and pump-mode. It can be upgraded/converted into a double pump.

The ARDO Guarantee: the unique extended warranty covers the unit, **independent of date-of-purchase for the nursing time of two infants.** 





### ARDO Calypso-to-go – The gentle breastpump for complete mobility

This package leaves no wish unfulfilled! You will be completely equipped with the ingenious Calypso double breastpump, and breastfeeding accessories. In addition, thanks to the attractive Breastfeeding Bag, you will always be mobile.



#### ARDO Amaryll – The individual breast-pump

Amaryll is especially gentle, comfortable and efficient to use. The position of the lever, vacuum strength, and pump rhythm can be adjusted to meet personal needs. Three sizes of breast shell, and the OptiFlow massage-insert, are included.



### ARDO Temperature Pack – The anatomical breast compress

Can be applied as a heat compress before breastfeeding and as a cold compress after breastfeeding.



Size M (20mm):

Size L (24mm):

### ARDO Tulips – The perfectly fitting nipple shield

For use in case of sucking problems and sore nipples. The delicate silicone is very soft and feels completely natural. Available in M (20mm) and L (24mm) sizes.



### ARDO LilyPadz – The ultimate nonabsorbent breast pad

ARDO LilyPadz are the only reusable and non-absorbant breast pads made of breathable material. LilyPadz prevent milk leakage by applying light pressure to the nipple. LilyPadz are not visible under a swim suit or an evening dress.

10ml tube 30ml tube



ARDO GoldCream is made of 100% pure lanolin (USP/EP). Contains no additives or preservatives. This premiumquality cream is derived from lanolin by means of a special extraction and purification process. Characteristic glowing, golden-yellow colour. Hypoallergenic, practically odourless and tasteless. No need to wash off before breastfeeding.

### **Breastfeeding Aids**



### ARDO PumpSet – The safe and hygienic pumpset

Made from premium-quality BPA-free polypropylene. Ergonomic, modern design.



# Amaryll KombiKit – Conversion set to convert the PumpSet into the Amaryll breastpump

TIP: Convert the PumpSet that you received with your rental pump by applying the hand grip.



### ARDO OptiFlow – The efficient massage insert

Gentle and Efficient - as never before! The appropriate breast shell (31mm) is included.



### IndividualSet – The breast shell set for every breast size

A good product adapts to you, not you to the product! 3 breast shells in sizes 28. 31 and 36mm.



## ARDO UpgradeSet – The supplementary double pumpset

With this UpgradeSet you can convert the Calypso breastpump into the Calypso double breastpump. The pumping time is reduced by 50%



### ARDO EasyFreeze – The protective breast milk bag

For the hygenic storage or deep freezing of expressed milk, it is possible to pump the milk directly into the bag. With integrated temperature indicator.



### Service Kit – The spare part set for the PumpSet



ARDO PumpSet Kit – Conversion set to convert the Amaryll breastpump into the PumpSet



### ARDO BottleSet – Premium-quality bottles for breast milk

Safe storage! Practical, sealable containers made of premiumquality BPA-free polypropylene - for pumping, and for hygienic storage of breast milk. Bottle cap included.

### **Breastfeeding Aids**



### ARDO EasyCup – The alternative feeding method

Feeding without nipple confusion! EasyCup is an alternative to breastfeeding.



### ARDO Cold Bag – For the safe transportation of breast milk

Don't take any risks. Use this cold bag to protect your precious breast milk for up to 24 hours when you are on-the-go.



### ARDO Breastfeeding Bag Attractive and practical

Breastfeeding with style! This modern bag is not only eye-catching, but has room for everything you need for breastfeeding when you are on-the-go.



### ARDO Mother's Moments Relaxation music for mothers

The somewhat different breastfeeding aid! Soft background sounds and gentle melodies have an equally soothing effect on you and on your baby.

# Useful addresses for breastfeeding problems

#### International addresses of associations:

**VELB** European Lactation Consultant Association Postbox 139, Brünigstr. 12, 6055 Alpnach Dorf / Switzerland Phone +41 (0)41 671 01 17, Fax +41 (0)41 671 01 71 office@velb.org, www.velb.org

**ILCA** International Lactation Consultant Association 1500 Sunday Drive, Suite 102, Raleigh, North Carolina, 27607 / USA Phone (919) 861-5577, Fax (919) 787-4916 info@ilca.org, www.ilca.org

**BFHI** WHO/UNICEF - The Baby-Friendly Hospital Initiative For more information: http://www.unicef.org/programme/breastfeeding

La Leche League International, www.illi.org

#### Our subsidiary in Germany:

Ardo medical GmbH Argelsrieder Feld 10 82234 Oberpfaffenhofen Germany T +49 (0)8153 40 66 00 F +49 (0)8153 40 66 01 info@ardomedical.de, www.ardomedical.de

#### Our subsidiary in The Netherlands:

Ardo medical BV, Serenadestraat 8, 1312 EL Almere Netherland T 036-5361600 F 036-5470445 info@ardomedical.nl www.ardomedical.nl

#### Our subsidiary in United Kingdom:

Ardo medical Ltd. Unit 1, Belvedere Trading Estate Taunton TA1 1BH United Kingdom T +49 (0)1823 336 362, F +49 (0)1823 336 364 info@ardomedical.co.uk www.ardomums.co.uk

### ARDO Breastfeeding - Caring Naturally





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