

# 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.



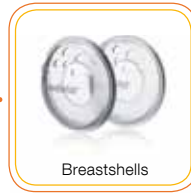
**challenge 1**  
sensitive or  
dry nipples



**challenge 2**  
sore or cracked  
nipples



**challenge 3**  
flat or inverted  
nipples



In some cases  
pumping can help  
to relieve pain



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?

## challenge **1**



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.

- I Softens, moistures, protects**
- I 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

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
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# Where can I purchase these useful Items?

Please consult Medela Location Finder on [www.medela.com](http://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](http://www.medela.com)

## Medela worldwide

Medela serves customers through a worldwide 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.

- I Australia
- I Benelux countries
- I Canada
- I China
- I France
- I Germany & Austria
- I Italy
- I Japan
- I Poland
- I Russia
- I Spain & Portugal
- I Sweden & Denmark
- I Switzerland
- I United Kingdom
- I USA

For further information about where to shop Medela products, visit [www.medela.com](http://www.medela.com) and look for **Location Finders** in your country.

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