



# Breastfeeding

## Support & Solutions



Breastfeeding is the most natural way to feed your baby.

It provides all the nutrition your baby needs, satisfies their hunger and thirst, and helps to create a loving bond between you and your baby.

Just because breastfeeding is natural doesn't mean it's easy to do.

Breastfeeding is a different journey for each mother. The first few weeks can be challenging, but with practice and the right advice you can be successful.

**We've put together some essential information to help you get started!**



## PREPARE IN ADVANCE

- Begin by preparing your mind for breastfeeding.
- Be positive and tell yourself you want to do it and you can do it!
- Get in touch with a Lactation Consultant for guidance.
- Get support from your partner, family, and friends or join a Breastfeeding Support Group.

## EARLY CONTACT

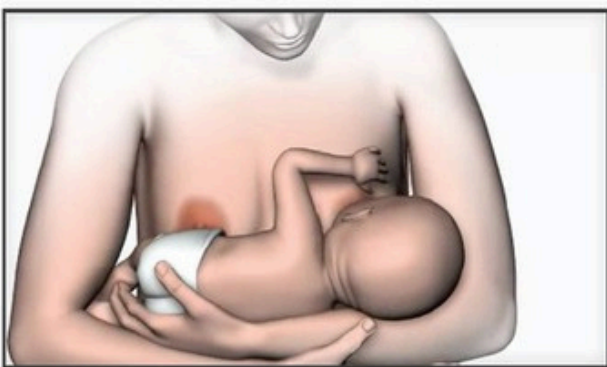
- A baby's contact with its mother's skin should begin within the first hour after birth. This is when the rooting and sucking reflexes are strongest and will allow your breastfeeding hormones to kick in.
- Put your baby to your breast as often as possible during the first few days. For the first 3 days before your actual breastmilk comes in, your body produces thick, yellow, nutrient-rich colostrum.
- This is very important for your baby as it boosts baby's immune system with your antibodies at the same time encourages your body to start producing breastmilk.

## GETTING COMFORTABLE

- It's important to hold your baby close to your body. Use a pillow for support to achieve a comfortable and relaxed position.
- There are four common positions. However there is no wrong or right position, whichever works best for you and your baby.

1. CRADLE
2. FOOTBALL HOLD
3. LAID BACK
4. SIDE-LYING

1. CRADLE



2. FOOTBALL HOLD



3. LAID BACK



4. SIDE-LYING





## LATCHING

Getting your baby to latch correctly is one of the most important steps for successful breastfeeding.

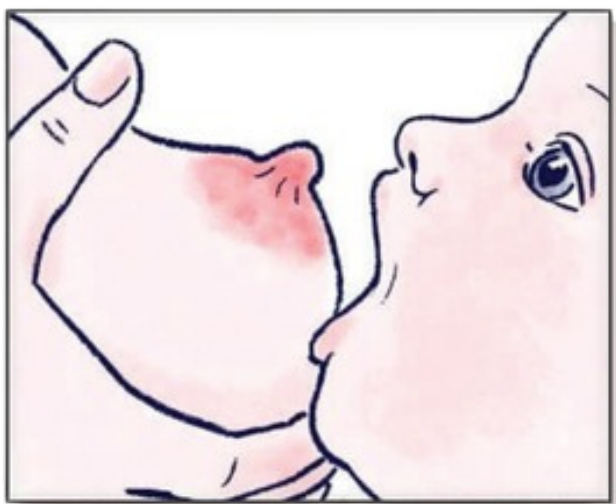
How will you know if your baby has latched correctly? It should not hurt but rather be a pulling sensation.

You should be able to hear and see your baby swallow.

Your baby's entire mouth should cover the whole nipple and most of the areola. The nipple should be far back in baby's mouth and his lips will be pursed outwards.

If it does hurt, you will need to unlatch baby by gently inserting your little finger between his mouth and your nipple to break the suction and start again.

### HOW TO LATCH:



1. Cradle your baby's body against you, with his/her nose facing your nipple and almost touching the breast.



2. Lift your breast with your free hand and stroke your baby's lips with your nipple, until he/she opens his/her mouth very wide, almost as if yawning.



3. Draw baby close to your breast, chin first.



4. Gently place baby's mouth over your breast.

## SUPPLY AND DEMAND

Your baby's suckling stimulates the "let down" reflex which you may feel as a tingling sensation in your breasts.

The first milk or fore-milk that comes out in the first few minutes of feeding is mainly a thirst-quencher. For your baby to reach the calorie-rich hind-milk, you must let him completely empty a breast.

If your baby is still hungry, offer the second breast. Start feeds with alternative breasts to be sure both are emptied well.

The more milk your baby demands, the more your body will supply.

When feeding, don't clock watch. The best feeding is a relaxed experience.

Some babies feed quickly, while others take their time.

Your baby will drink until he is full and your breast will feel empty.

A full or satisfied baby will release the breast on his own and be quite sleepy, indicating that he has had enough breast milk.

## BREAST PADS

You need to have a Breast Pad which offers you and your clothing complete protection from leaky breasts.

**Pigeon's super soft ComfyFeel™** Breast Pads keeps you dry and comfortable - day and night.

They are Ultra-absorbent, with leak-proof breathable polymer which **absorbs 20 times its weight**, keeping your skin cool and dry.

Ultra-soft. It reduces the likelihood of nipple abrasion and contains extracts of Aloe Vera for added moisturization and comfort.

Comfortable & Discreet. Double adhesive tape prevents the pad from shifting inside the bra.

Hygienic and individually wrapped.



## TROUBLESHOOTING – HANDY TIPS

You have done everything that is necessary to get you started with your breastfeeding, but now you may find you are faced with a few unexpected challenges to deal with such as:

### LOW MILK SUPPLY

- **Power pump** (pump every 2 hours and in-between feeds).
- **Breastfeed** frequently.
- **Drink** lots of water.
- **Eat** your veggies.

### CRACKED/TENDER NIPPLES

When you start to breastfeed your nipples may be sensitive or cracked in the first weeks of breastfeeding.

Rub a little breastmilk over them to soften before a feed and after a feed and use the **Pigeon Nipple Care Cream** with Lanolin, which is 100% natural, hypoallergenic and safe for baby.



If your nipples are very sore or bleeding, then your baby may be latching incorrectly, using the **Pigeon Natural Feel Nipple Shield** will teach your baby to latch correctly, at the same time giving your nipples time to heal.



## INVERTED NIPPLES

If you have inverted nipples, the **Pigeon Nipple Puller** will gently draw out your nipple so that baby can latch on and nurse from the breast.



## ENGORGED BREASTS

It is possible for your breasts to get very full and feel painful. Breasts get engorged as your body learns to regulate milk production.

**To alleviate this:**

- Place a warm facecloth over your breasts before feeding; or
- When in the shower, gently massage your breasts at the same time expressing off a small amount.
- Using the **Pigeon Milk Saver Pump** will assist in relieving the engorgement, as it does not cause stimulation, but just allows some milk to be released when attached to the breast.
- Cabbage leaves have an enzyme which relieves inflammation. Place them on your breasts for pain relief.



## MASTITIS

If you are presenting with the following symptoms then you may have Mastitis and need to be seen by your GP.

- A breast that is inflamed, sore swollen or red;
- If you have the chills or just feel like you have the flu.



## EXPRESSING

If you are not sure that your baby is feeding correctly, express some milk after each feed, with either a manual or electric breast pump. This will assist you to understand what it should feel like and see the quantity of milk produced in a few minutes.

Express milk off during feeds to build up a supply of your precious breastmilk to give to your baby during those times when you need a break, having to go back to work as well as outings.

Pigeon Manual & Electric Breast Pumps have all the features you need to comfortably express and store breastmilk for your baby.



## STORAGE SOLUTIONS

Express and store your breastmilk in Pigeon's conveniently sized **Breastmilk Storage Bottles with sealing lid** as well as handy **Breastmilk Storage Bags**.



Celebrate babies the way they are