

Lansinoh®

Important  
information  
inside  
from  
Lansinoh

# Lansinoh® HPA® Lanolin



# Why Lanolin?

When things are going well, it's easy to sell a new mother on the benefits of breastfeeding. The real challenge presents itself when things are not going so well—when, for example, incorrect latch-on or positioning at the breast causes sore, painful or cracked nipples.

Although faulty positioning or a poor latch is usually the main cause of pain or nipple damage, one can't overlook other possible contributing factors such as soaps, lotions, shower gels, or shampoo, which can also be the cause of drying and irritation. There are also other issues – such as tongue-tie or an abrupt detachment from the breast without breaking the seal – that could contribute to nipple soreness or nipple damage.

In these cases, solving the problem takes first priority. Pain relief trumps higher-order decision-making every time, and if mom is in pain, sometimes it doesn't matter to her how many benefits breastfeeding provides. If breastfeeding educators and mothers agree on one thing, it's that breastfeeding should be an enjoyable experience, not something that causes pain and discomfort.

## Not dry . . . but not wet either

The conventional wisdom on how to treat cracked and sore nipples has changed over the years. From the 1970s to the 1990s, the culprit was thought to be wet skin and the emphasis in treatment, understandably, was on keeping the nipples dry. Some experts even recommended the use of a hair dryer, if that's what it took to accomplish this. Unfortunately, the use of a hair dryer only accomplished more rapid drying, which placed further tension on the skin and resulted in even more cracking.

Too much moisture is not such a good idea either. Skin needs time to heal. Think about what happens if you put a bandage on an area of the body that encounters water on a regular basis and leave it there for a few days. This is called "maceration." The skin underneath becomes white and waterlogged. That's because excess water in your skin has no way of getting out, and air has no way of getting in. Rubbing the skin even gently can cause immediate damage in some cases.

## Effective Moisture Barrier

The preferred treatment for sore and cracked nipples is to create a moisture barrier which slows further damage, and provides relief. Creating a moist barrier helps to retain the internal moisture already present in skin.

# Why Lanolin?

## Effective Moisture Barrier

Moisture cannot be added to the skin from the outside and skin must not be kept too wet. For instance, breastfeeding moms are sometimes advised to use their expressed breastmilk to treat soreness or nipple damage, as a topical treatment, despite a lack of evidence-based research to show the effectiveness of this specific application. In fact, a 2010 study concluded that HPA® Lanolin, combined with breastfeeding education, was more effective than expressed breastmilk, combined with breastfeeding education, in reducing nipple pain (Abou-Dakn, et al/die Hebamme.).

To create a healthy, moist skin environment, a moisture barrier is applied to injured skin and internal moisture, already within the skin, is retained. This will assist the skin in returning to its normal healthy state – supple and soft rather than dry and brittle. When dry, cracked tissue is rehydrated in this way from within, the skin recovers without the formation of a scab or crust, and restoration is accelerated (Sharp, Donald A.).

An important additional benefit of moisturizing is that it offers immediate relief of discomfort, an urgent need for any mother with sore nipples. Although the mechanism is unclear, the frequent application of a moisture barrier is thought to protect the nipple from external stimuli and maintain a more normal (moist) environment for exposed nerve endings within the skin (Mann-Mertz P.).

## An ideal moisturizer

is lanolin, which has been used in personal care products for over 8,000 years. Directions for its use have appeared in medicinal and pharmaceutical texts for the past 2,000 years. Lanolin is produced from the sebaceous glands of sheep and protects the fleece against rain and other elements.

We obtain lanolin by extracting it from the fleece of sheep following shearing—a process that does not harm the sheep in any way. A hundred pounds of wool yields about two to four pounds of lanolin, which is a natural, renewable raw material, not a processed synthetic compound.

As an emollient, lanolin softens dry or inflexible skin by assisting rehydration. As lanolin is semi-occlusive air and moisture can get through, though at a slower rate. In effect, the application of lanolin causes water evaporation from the skin to decrease. And, it slows down moisture loss.

# Why Lansinoh® HPA® Lanolin?

Lanolin is not a generic material. There are many refinements of lanolin, ranging from a very crude grade used to coat machine parts to the ultra-pure, preservative-free, medical-grade lanolin called Lansinoh® HPA® Lanolin.

## When does “pure” really mean pure?

Virtually all prescription and over-the-counter medicines, dietary supplements, and other healthcare products manufactured and sold in the United States must meet requirements set by the United States Pharmacopeia (USP). What is acceptable under those requirements, however, covers a lot of territory. For example, some lanolin products that claim to be pure have as much as 6 percent free lanolin alcohols (the upper limit allowed by the USP for modified lanolin) in addition to detergent residues (for which the USP sets no standard). In other words, “pure” may not always mean pure.

How important is this distinction? A lanolin that is genuinely pure need not be washed off before baby breastfeeds. How many mothers would be willing to forgo that step if they knew that the lanolin they had just used on their nipples contained detergent residues and impurities, preservatives, and free lanolin alcohols?

## HPA® Lanolin vs Other Lanolin

Some lanolin-based products include the preservative Butyl Hydroxy Toluene (BHT), an antioxidant additive used in cosmetics, medication, petroleum products and jet fuel. HPA® Lanolin is a single ingredient product that contains no preservatives (BHT) or detergent residues (an identified allergenic component) left over from the wool scouring process. This makes it the safest nipple preparation available. It does not need to be removed before nursing.

## Enter Lansinoh® HPA® Lanolin:

Mothers who know the importance of pureness in lanolin—real pureness—can feel confident when they use Lansinoh® HPA® Lanolin. The purity of HPA® Lanolin is achieved by using a gentle, natural process by which the lanolin is refined at low temperatures without any bleaching and without the addition of any extra ingredients. Lansinoh® HPA® Lanolin is a single-ingredient product—an important distinction considering the many multi-ingredient products available today as nipple treatments that claim to be as safe and efficacious as Lansinoh® HPA® Lanolin.

## Some facts about Lansinoh® HPA® Lanolin:

- The safest topical nipple treatment available—and the only one that is 100% pure HPA® Lanolin; it provides a medium that allows nipple moisturizing to occur.
- BHT Free
- Single-ingredient product that contains no preservatives, no additives, no water, no chemicals, and no perfume.
- All color- and odor-forming impurities are selectively filtered out.
- Refined at low temperatures without any bleaching, unlike other lanolin-containing topical nipple treatments.
- Because it contains no water, it does not provide a medium in which bacteria can grow.
- Can be used with confidence by those allergic to many other brands of lanolin.
- Guaranteed to never contain more than one part per million of total combined pesticide residues (.000001).
- A current Certificate of Analysis is always available for review.

# Why Lansinoh® HPA® Lanolin?

## A difference you can see (and smell)

Lansinoh® HPA® Lanolin is a lighter color than other lanolins. This comes from its greater pureness and is achieved without the addition of other ingredients and without any bleaching.

Lansinoh® HPA® Lanolin also smells different. To be precise, it doesn't smell at all. This is because Lansinoh's unique manufacturing process naturally refreshes lanolin and does not produce Volatile Organic Compounds (VOCs), which is what normally happens when natural oils and waxes (like lanolin) are oxidized. Lansinoh verified this through the use of state-of-the-art Purge and Trap Gas Chromatogram Mass Spectrometry. What the testing found: Lansinoh® HPA® Lanolin is naturally oxidatively stable compared to other products, which is why it has no odor.

## Taste

Taste is an important factor to consider, as baby will very likely encounter some residue of the lanolin on the nipple. Many products sold as nipple topicals have a repugnant taste and, even when mother attempts to wash them off, some of the "flavor" remains. We suggest that, before recommending any topical nipple treatment to a mother, the breastfeeding specialist taste the product herself to verify that it is tasteless and will not deter the baby from breastfeeding because of an offensive taste.



# Why Lansinoh® HPA® Lanolin?

## Getting the results you want

To achieve a moist environment for sore and cracked nipples, it is imperative that mothers are instructed to apply a pea-sized amount to each nipple after each feeding and to keep the nipple covered with a coating of Lansinoh® HPA® Lanolin. A moist, restored environment will not occur if the nipple is air-dried or left uncovered by lanolin. Importantly, the application of Lansinoh® HPA® Lanolin following each feed, and more often if required, will help maintain balanced and moist skin.

## How to Use Lansinoh® HPA® Lanolin

Mother should be instructed to gently pat nipples dry using a clean cloth and not to air-dry. With clean hands, the mother will squeeze a pea-sized amount of Lansinoh® HPA® Lanolin out of the tube and soften it between her fingertips if necessary. She will apply it carefully to the entire nipple area. If required, another small amount can be applied into the center of a disposable breast pad.

Because of its purity, Lansinoh® HPA® Lanolin does not need to be removed prior to breastfeeding.

Lansinoh® HPA® Lanolin should be stored at room temperature – the higher the temperature, the easier the product can be applied.

## Allergies

It is rare, but lanolin allergy does exist. Sensitivity to lanolin is usually due to an allergen found in the free alcohol portion of lanolin. The unique purification process for Lansinoh® HPA® Lanolin virtually eliminates the risk of allergenic reactions by reducing the free alcohol proportion to below 1.5 percent in combination with detergent levels below .05 percent (Takano et al). At that level, clinicians were unable to elicit a single allergic response in lanolin-sensitive patients (Clark et al). In fact, the name “Lansinoh” is derived from lanolin, and the words and symbols combine to mean “lanolin without alcohol.” “LAN” is for lanolin, the Latin word “SIN” means “without”, and “OH” is the chemical symbol for “alcohol.”

# Evidence-Based Research and Other Articles

## Documented performance

Claims relating to the therapeutic value of Lansinoh® HPA® Lanolin have been tested. For resources, information, and research on sore nipples and lanolin, see the listing below.

### **Abou-Dakn M, Fluhr JW, Mo G, Woeckel A**

Abou-Dakn M, Fluhr JW, Mo G, Woeckel A. Positive Effect of HPA Lanolin Versus Expressed Breastmilk (EBM) on Painful and Damaged Nipples During Lactation. Die Hebamme 3 – 2011: 172-176.

### **Becker G**

Becker G. Treating Sore Nipples. BEST Services 1993.

### **Clark E et al**

Clark E et al. Lanolin of Reduced Sensitizing Potential. Contact Dermatitis, 1981;7:80-83.

### **Sharp D A**

Sharp, D. A. Breastfeeding Abstracts, Nov 92, Vol. 12, No. 2; 1.

### **Spangler A, Hildebrandt E**

Spangler A, Hildebrandt E. The Effect of Modified Lanolin on Nipple Pain/Damage During the First Ten Days of Breastfeeding. IJCF Vol 8, No. 3; 15-19.

### **Takano et al**

Takano et al, Allergens of Lanolin: Parts I and II, J. Soc. Cosmet, Chem. March/April 1983 Vol. 34; 99-125.

### **Tanchev S MD et al**

Tanchev S, Valkova S MD\*, Guerorgieva V, MD, Gesheva J, MD, Tsvetkov M, MD. Lansinoh in the Treatment of Sore Nipples in Breast-Feeding Women. Bulgarian Society of Obstetrics and Gynecology Journal. 2004;3(43):27-30.

To obtain copies, please contact the Lansinoh® Consumer Relations Department.