

Breastfeeding Basics



Lansinoh



You're becoming a mom! This starter guide has breastfeeding tips to think about as you prepare.

It's hard to know what to think about breastfeeding if you've never done it before. There are incredible benefits for you and your baby, and a lot to be excited about, but where do you start? Getting answers to your questions will help you feel prepared and set up for success.

Every nursing experience is different (even between your own babies!), so even if this is your second time breastfeeding, it's helpful to talk to other moms and your friends and family to get tips along the way. Lean on your support network of other moms; learning what works for them can help you figure out what works for you.

Also check out [lansinoh.com](https://www.lansinoh.com) for additional tips. With more than 30 years of experience supporting breastfeeding moms, Lansinoh is another great community and resource as you and your baby cuddle, bond, and nurse.

Breastfeeding Benefits

Your body was made to breastfeed!

Breastmilk is the perfect food for your baby.

It's amazing what your body can do. Your breastmilk provides all the essential nutrients, vitamins, proteins, fats, and antibodies needed to keep baby's body and brain developing. As baby grows, your milk actually changes to keep up with these ever-changing needs.

It's true – breastfeeding has long-lasting health benefits for both baby and you.

For baby, breastfeeding...

- **Lowers incidence of SIDS (Sudden Infant Death Syndrome)**
- **Establishes a path to optimal brain development**
- **Provides immunity support and reduces risk for illness, allergies, ear infections, and diabetes.**

For mom, breastfeeding...

- **Helps your uterus return to its normal size and lessens any post-delivery bleeding**
- **Decreases severity and risk of post-partum depression**
- **Burns extra calories, making it easier to lose weight post-partum**
- **May decrease risk of Type 2 diabetes and breast, ovarian, and uterine cancers**

The love hormone

Breastfeeding is about more than just giving baby good nutrients.

The skin-to-skin contact between the two of you actually creates a close bond and sense of security for baby. It's incredibly special.



Here's a little science to back this up:

When baby is nursing, your body produces **prolactin** to support milk production and **oxytocin** to trigger letdown. A better name for oxytocin might be the “love hormone,” because it can enhance feelings of affection and deepen the connection between you and baby.

The American Academy of Pediatrics recommends exclusively breastfeeding for the first 6 months of your baby's life, continuing for 1 year or longer.

At 6 months, you can start adding solid foods in addition to breastfeeding.

Pregnancy & Preparing

Setting goals and sharing them with others is a great way to get ready for what's ahead.

Start with your doctor

Sometimes women overlook the fact that breastfeeding should be a part of the birth plan, but nursing is an important step to include. Breastfeeding shortly after birth sets in motion a positive journey for you and baby. Let your doctor know that you want to breastfeed as soon as you can after labor or C-section to ensure that you can take part in this special experience.

 lansinoh.com/goals

Tip!

Most insurance plans cover your breast pump. To find out if you're eligible for a Lansinoh pump through insurance, visit lansinoh.com/insurance.

Tell your partner and friends

Your partner, friends, and family are excited to share in your experience, so why not make it easy for them? Talk to them about your birth plan and ask others to share what's worked for them.

Don't forget to talk to your employer about returning to work, if you plan to do so after baby is born.

You'll want to cover:



setting up a private and clean pumping room



how often you expect to pump and how much time you'll need



having access to a refrigerator where you can store your milk

Did you know?

Many moms like to leave a second pump and extra supplies at work. It's one less thing to remember to bring with you and helps you stay on your pumping schedule.

 lansinoh.com/backtowork

At Birth & At The Hospital

Have you heard of the *magic hour*?

This special moment is when you and baby have uninterrupted skin-to-skin contact for the first hour after birth. It's an intimate time that helps baby's growth and development.

Benefits to baby

The magic hour also creates a bond between you that can really help establish your breastfeeding experience.

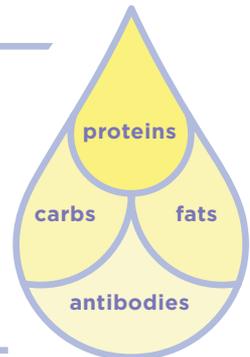


stabilizes baby's temperature and heart and breathing rates

helps pass on some of mom's bacteria to baby, which can prevent allergies

Get to know your breastmilk

The first milk your body produces is known as **colostrum**, which is thicker and more yellow than mature milk. It may seem like you are only producing a small amount, but it's just what baby needs, so don't worry. It boosts baby's immune system and prepares the digestive system as baby adjusts from womb to world.



colostrum

In the beginning, it may feel like you're breastfeeding all the time – and that's kind of true!

You may breastfeed every two hours or more. That's because baby's stomach is the size of a cherry at birth. Baby can only take in so much milk! Breastmilk is easy to digest, so baby's tummy will need to be refilled often, especially in the early days. And don't worry – baby's stomach will grow and feeding will start to space out.

Baby's Stomach Size



day 1
cherry
.5 tsp



day 3
walnut
.75 - 1 oz



day 7
plum
1.5 - 2 oz



day 30
large egg
2.5 - 5 oz

Tip!

Take advantage of any lactation services offered at the hospital. This can help you get set up for success from the beginning.

At Home & Early Days

Bringing breastfeeding home. It's new for you and baby, and you'll learn together.

As you transition to being back home, you may notice some changes.

Your milk is changing to meet baby's needs

Around the time you leave the hospital, your milk will begin to transition, ultimately becoming mature milk – filled with just the right amount of vitamins, fats, and proteins to support your baby's development.



birth

COLOSTRUM
yellowish, thicker
small amounts



2-4 days

TRANSITIONAL MILK
high level of fats
and vitamins



8-10 days

MATURE MILK
milky white

Your body is adjusting its milk supply to meet baby's demand

In the beginning, you may produce more milk than baby needs, but your body will learn to make just the right amount. Frequent feeding helps your body learn to make milk so that you and baby build the right supply. Alternating the breast you offer first to baby can help build supply in both breasts.

You're also figuring out baby's feeding schedule. It's important to feed them when they're hungry.

Don't watch the clock - go by their cues.



early cues

"I'm hungry"

-
- Stirring
 - Opening and closing mouth
 - Turning head, rooting around



mid cues

"I'm **really** hungry"

-
- Stretching
 - Increasing physical movement
 - Hand in mouth



late cues

"Calm me, then feed me"

-
- Crying
 - Agitated body movements
 - Turning red

Common Symptoms & Solutions

Breastfeeding is a natural experience, but you may have some bumps in the road. Here are a few things to look for, and what to do to make them better.



LEAKING

What is it?

Breastmilk that releases when your baby isn't feeding. May happen as your body figures out how much milk to produce to keep your baby growing or may happen throughout your breastfeeding experience. It's also possible this may occur toward the end of your pregnancy.

What should you do?

- Use nursing pads like **Lansinoh Ultimate Protection Nursing Pads** to protect clothing.



IRRITATED / SORE NIPPLES

What is it?

Sore nipples are one of the most common issues you may experience as a breastfeeding mom.

What should you do?

- Check your baby's latch. Your entire nipple and as much breast tissue as possible should fit into your baby's mouth. A lactation consultant can help adjust your latch if it doesn't feel right.
- Check to see if your baby is in the right feeding position, tummy-to-tummy.
- Use nipple cream that is safe for your baby like **Lansinoh HPA® Lanolin** or soothing gel pads like **Lansinoh Soothies®** gel pads.



ENGORGEMENT

What is it?

Swelling due to transition from colostrum to mature milk or a built-up milk supply that hasn't been released. May lead to flattened nipples.

What should you do?

- Take a hot shower to help soften breasts.
- Express some milk by hand so that baby can latch on.
- Use a cold pack like **Lansinoh Thera°Pearl® 3-in-1 Breast Therapy Packs** between feeding sessions to reduce swelling and help with pain.
- Try a nipple everter, like **Lansinoh LatchAssist®**, instead of a pump to pull out your nipple, as pumping may lead to overproduction of milk.



PLUGGED MILK DUCT

What is it?

Tender area of the breast due to a blockage in the duct that milk travels through.

What should you do?

- Continue nursing regularly to drain the breast.
- Wear loose clothing and avoid underwire bras.
- Use a warm compress like **Lansinoh Thera°Pearl® 3-in-1 Breast Therapy Packs** before or during feeding to help loosen the clog.



MASTITIS

What is it?

Breast infection that may result from a plugged milk duct or sore, cracked nipples.

What should you do?

- Continue nursing regularly to drain the breast.
- Wear loose clothing and avoid underwire bras.
- Talk to your doctor if symptoms do not resolve in the first 12-24 hours.

How Others Can Support You

You're not alone.

Your friends and family can help you adjust to your new schedule.

Tell them about your breastfeeding routine and preferences so they can encourage and support you every step of the way.



Down the road, others can also help if you're returning to work. They can help you manage and organize milk storage and can play a role in cleanings, caring for other siblings, and bottle feedings when you are away.

 lansinoh.com/sitter

Don't forget...

1

It's bonding time.

There's nothing as special as breastfeeding with baby. It's an intimate moment that only you and baby can have.

2

It's all new.

This is something new for both you and baby. You two will teach each other and learn together.

3

It takes a village.

Reach out, read, listen, and welcome support from your partner, family, and a community of moms. In the end, though, it's your experience with baby, and it will be right for the two of you.

To continue learning about breastfeeding, sign up for the Lansinoh Moms' Club. You'll receive personalized emails based on baby's stage of development.

 lansinoh.com/aboutLMC

You and your baby
are beginning a new
experience together.

*Each day will bring new snuggles, cuddles,
and bonding moments. There will be some
challenges too. We're here to help you through
it, so you can reach your breastfeeding goals.*



AEROFLOW  BREASTPUMPS
BREASTPUMPS THROUGH INSURANCE

Get 20% off
your order of Lansinoh accessories

on aeroflowbreastpumps.com
with code: **LANSINOH20**

Valid through 12/31/2019

***For more information,
please check out these resources:***

lansinoh.com

Lansinoh Moms' Club (lansinoh.com/aboutLMC)

Lansinoh Breastfeeding Glossary (lansinoh.com/glossary)

Join our online community of moms

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