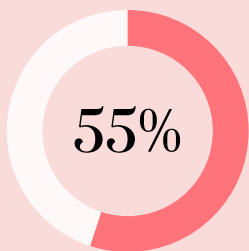


SURVEY DATA HIGHLIGHTS NEED FOR

Increased Access to Breastfeeding Support

Findings from a July 2022 survey by Aeroflow Breastpumps suggest that broadened access to lactation services through insurance coverage and employer benefits would enable moms across the country to **more easily meet or exceed their breastfeeding goals.**



LACK OF AWARENESS

The percentage of new and expectant moms who believe there is not enough awareness surrounding the existence of lactation support services.

RESOURCES & CONSULTING



63% of new moms believe that increased access to breastfeeding resources would've allowed them to breastfeed longer

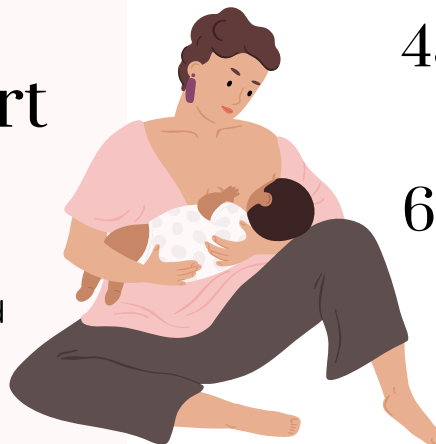


47% of new and expectant moms surveyed reported that their health insurance provides coverage for lactation consulting (**less than half**)

Survey findings from pregnant women who are planning to breastfeed (n=804) and new moms with children under two (n=856) who were or still are breastfeeding. Survey conducted by a third-party administrator, Survey Monkey.

IN THE WORKPLACE

For employed new and expectant moms...



43% were provided access to lactation services as part of company benefits

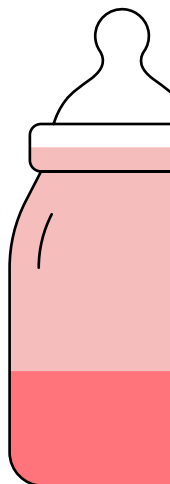
62% would consider changing jobs for a company that offers better breastfeeding resources and services

OBSTACLES

Among new moms who are no longer breastfeeding...


50% quit due to preventable breastfeeding complications

24% had to stop breastfeeding when they returned to work



LOOKING FORWARD

Now, due to the ongoing nationwide formula shortage...

38%  of new moms are planning to breastfeed for a longer period of time

19%  of new moms are more motivated to use lactation support services



For More Information:
AeroflowBreastpumps.com