

11 tips to help you breastfeed with confi- dence



mambaby.com

In collaboration
with **Camille
Tallet**, midwife
(France)



Editorial

MAM Baby has been developing, manufacturing and selling baby products, including breastfeeding accessories, baby bottles and teats, for over 45 years.

As experts in this area, we understand that breastfeeding isn't always easy at the beginning.

That is why we have put together 11 top tips to help you breastfeed with confidence.

Acknowledgements

We would like to thank **Camille Tallet**, midwife (France), for her help and invaluable advice.

We would also like to express our gratitude to the **150 breastfeeding mothers** for their responses to our questionnaire. Their experiences were key to creating this resource.

Initiating your milk supply

Breastfeeding is a natural process, and you don't need to do anything to prepare in advance. Your body will be naturally getting your breasts ready throughout pregnancy.

Once your baby is born, hold them naked against your tummy. This skin-to-skin contact will promote lactation and trigger your baby's sucking reflex.

It's not always possible to do skin-to-skin immediately, however. If that is the case, don't panic, just do it as soon as you can, and as often as possible.

In order to get your milk supply established, it is best to **avoid any supplemental feeds (giving your baby formula milk) for the first four weeks of their life.**

WHO recommends mothers worldwide to exclusively breastfeed infants for the child's first six months.



The best position for breastfeeding

There are different breastfeeding positions you can try, but the best one is the position that is most comfortable for you and your baby. For comfortable breastfeeding, you should be stable and not feel tension in your arms, back or legs.



Cradle hold

This is the classic position, and the most popular with mums.



Cross-cradle hold

Ideal for mums who are breastfeeding for the first time, women with large breasts and for premature or small babies.



Rugby ball hold

This is a particularly good choice if you have had a caesarean, have large breasts, chapped nipples, engorgement or for feeding twins.



Laid-back breastfeeding or reclined position

An excellent position for night-time feeds so you can get some rest, and if you have had a caesarean or a painful episiotomy.

Try them all & find the one that suits you best!



How to work out if your baby is hungry

In the first few weeks, your baby will need to feed very regularly, at least 8–12 times in each 24-hour period, although some babies feed much more often than this!

Your baby will let you know they are hungry by:

- Moving their arms and legs.
- Putting their hands to their mouth or face.
- Sticking their tongue out and licking their lips.
- Sighing and gurgling.

Your baby might do these things even with their eyes closed. **Learn to read these signs and keep an eye out for them.**

Try to feed your baby before they start to cry, as that is a very late sign of hunger!



How to work out if your baby is feeding well

Your baby is feeding well if:

- Your baby has a good mouthful of nipple and areola, and they move as your baby suckles.
- Their chin is touching your breast.
- Their nose is free or only touching your breast a little and they are able to tilt their head backwards.
- Their lips are flanged out.
- You can hear the sound of swallowing.

To work out whether your baby is getting enough milk, pay attention to their nappies. On day six, they should be producing at least six wet nappies in a 24-hour period, and be pooing regularly.



What to do if you experience pain related to breastfeeding

It is normal for breastfeeding to be uncomfortable for the first few days. Your nipples may feel sensitive at the beginning.

If you experience pain while feeding, **check that your baby is in the right position when suckling and that they have a good latch.** If not, try a different position to find what works best for you.

When your baby has finished their feed, **apply a few drops of your milk to your areolae** and gently rub it in.



A tip from Camille



If you are experiencing pain or chapping, have flat or inverted nipples or oversupply, you can also try using nipple shields* temporarily to make breastfeeding easier.

*A nipple shield is a soft protective silicone cover that you place over your nipple and areola so that your baby can feed, but your nipple also has time to recover.

What to do if your breasts become engorged

If your breasts are hot, swollen and painful, it is probably because they are engorged. Don't panic, it's just a build up of milk.

To get some relief:

- Gently apply hot, wet compresses.
- Gently massage the breast and then express a small amount of milk to reduce the pressure.

Don't stop breastfeeding. The best way to prevent engorgement is to keep breastfeeding your baby regularly and to make sure they are removing milk efficiently (10–12 times per day).

Try hand expressing milk

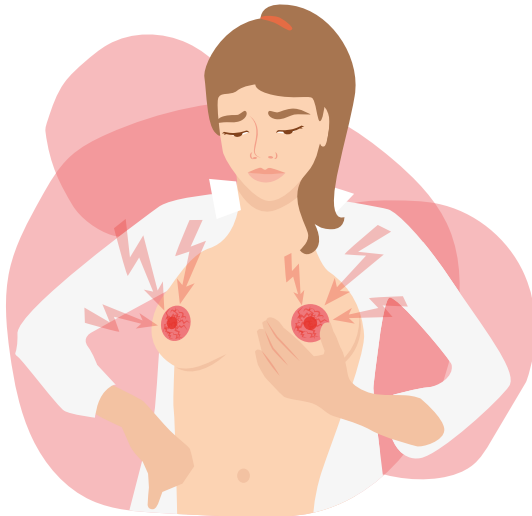


What to do if you experience nipple chapping

If your baby's mouth isn't correctly positioned during breastfeeding it may injure your nipples, leading to highly sensitive chapping.

It is therefore important to check your breastfeeding position and your baby's latch, and correct them if necessary.

To ease the pain, **you can apply your own milk or purified Lanolin cream to your nipple** after breastfeeding to promote healing.

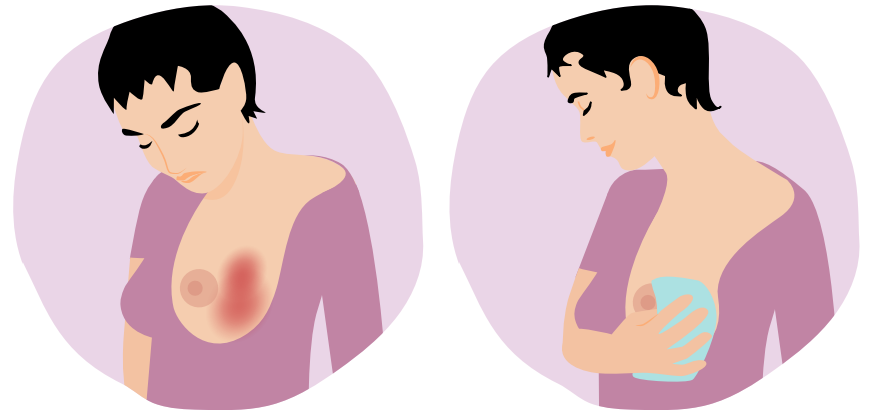


What to do if you experience mastitis

If you have an inflamed, red patch on your breast, sometimes accompanied by swelling, you may have mastitis.

To treat it, **massage the sensitive area, apply hot compresses** before and after breastfeeding **and, most importantly, do not stop breastfeeding.**

If you have a fever as well as mastitis, consult your general practitioner as you may need medical treatment.



Getting breastfeeding off to a good start

Almost half of mums worry about not being able to breastfeed their baby.

You can try:

- **Holding your baby** as often as possible, either in your arms or using a sling or baby carrier, or in the form of skin-to-skin contact.
- **Trusting yourself.** Your body was made to breastfeed, and your milk is unique and perfectly adapted to your baby's needs. The more often you feed your baby, the more milk you will produce.
- **Asking your partner for support.** Your midwife/ breastfeeding consultant and your family are also there to help you.
- **Giving yourself time** to get to know your baby and get used to breastfeeding and your new role as a mum.



Combination feeding: how it works

Combination feeding is when you breastfeed and bottle feed your baby. You can absolutely choose to give your baby a bottle, either occasionally or regularly, while also continuing to breastfeed and giving your baby all the benefits of breast milk.

There are a few things to take into account before starting:

- It is advisable to **exclusively breastfeed your baby for four weeks** before offering a bottle.
- In order to maintain your milk supply, it is best to keep **breastfeeding first thing in the morning and at night**.
- As your baby will not be breastfeeding as often as they were before, you will need to **express milk using a breast pump** to maintain your milk supply. It can be a good idea to **get some support** if you wish to introduce a bottle alongside breastfeeding.

A tip from Camille



Introduce a bottle of expressed milk very gradually (two to three times per week for the first week, then once per day for the next two weeks). If you feel that your milk supply is decreasing, start breastfeeding your baby more frequently again.



Weaning your baby

Weaning will be most comfortable for you and your baby if you do it gradually.

Step 1: Start by dropping one feed per 24-hour period.

Step 2: If you do not experience any breast pain, you can drop one more feed, and so on.

Step 3: It is best to replace the first feed of the day and the night-time feeds last of all, before stopping completely.

It generally takes four weeks to stop breastfeeding completely and gently.

For your information: The recommendation for introducing complementary food varies from country to country. However, the WHO recommends exclusive breastfeeding for the first six months.

A tip from Camille



If your baby does not take formula milk straight away, you can try expressing milk to put in a bottle, and then gradually replace it with formula milk.

Other tips:

- Stop offering the breast.
- Delay and shorten feeds.
- Feed your baby in a different location.



Breastfeeding Accessories

For maximum comfort of mother and baby



Nipple Shields

- Gentle nipple protection for sore nipples
- SkinSoft silicone for natural feeling
- Unique shape for maximum skin contact
- Available in two different sizes



**SkinSoft™
Silicone**

**BPA°
BPS
free**

Maximum support for you and your baby.



New: nipple shield will be available in three sizes small, medium and large



Breast Pads

- For a dry, safe & skin-friendly feeling
- Invisible under clothes – extra thin
- Soft & breathable surface



Maximum comfort and flexibility for you and your baby.



**BPA°
BPS
free**

°BPA/BPS free:

All MAM products are made from materials free of BPA and BPS.



Storage Solution

- Smart storage for breast milk & baby food
- Perfect for expressing, feeding, warming & freezing
- Leak-proof – ideal for on the go
- Stackable - saves space in the fridge



**BPA°
BPS
free**



Maximum comfort and flexibility for you and your baby.



**2in1:
Double Electric
& Manual
use**

Electric double breast pump usage

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2in1 Double Breast Pump

Electric double & manual use for maximum flexibility. **Two functions in one device.**

95% of mothers like the fact that the 2in1 Double Breast Pump combines a manual and an electric function.

9 out of 10 mothers say that the 2in1 Double Breast Pump is efficient.

*Market research study with 123 participants, conducted in the US 2019



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