



A Mother's
Guide to
Breastfeeding

Nestlébaby™
program



The miracle baby food, made by you

Nestlé® understands babies. That's why we encourage you to start breastfeeding and keep breastfeeding for as long as possible – because breast milk gives infants the best start in life. Breast milk is an amazing food your body naturally makes; giving your little one everything he needs to grow healthy and strong each and every day.

Breast milk provides the best source of nourishment for your baby because it:

- ✔ Contains the perfect balance of nutrients*
- ✔ Contributes antibodies to protect your baby from illness and disease
- ✔ Changes to meet the nutritional needs of your baby during each feeding, and as your baby grows

For as many reasons as breast milk is best for baby, there are also a number of reasons breastfeeding is best for you:

- ✔ Your uterus may return to its normal, pre-pregnancy size more quickly
- ✔ It's convenient and inexpensive: breastfeeding can be done anytime and anywhere, with virtually no equipment and no expense

Health Canada recommends exclusive breastfeeding for the first 6 months of your baby's life, with continued breastfeeding up to 2 years of age and beyond. Only you can decide how to feed your baby. Your physician, a lactation consultant, midwife or public health nurse can provide you with support. Get the information you need and feel good about every decision you make – because you'll always do what's best for your baby. After all, only the best is good enough.

*All breastfed, full-term infants in Canada should receive a daily vitamin D supplement of 10 µg (400 IU)

Learning about breastfeeding

Breastfeeding will be a new skill for you and your baby that you'll learn together with practice. Before your baby is born, begin learning how to breastfeed by watching videos, talking to other mothers about their experiences, referring to resources or attending a prenatal class on breastfeeding offered through the hospital or your public health unit. **Timing is important.** Begin breastfeeding your baby as soon as possible after birth, within 30 minutes. Skin to skin contact with your baby is important and helps with successful breastfeeding initiation.

The breastfeeding process can be broken down into 4 simplified steps illustrated below:



1. Bring your baby to your breast, rather than your breast to your baby. Hold your baby close to your body, skin-to-skin, tummy-to-tummy, face to breast, mouth to nipple. Swallowing becomes difficult if your baby's neck is twisted – so check to see if your baby's ear, shoulder and hip are aligned. Support your breast by holding fingers underneath, away from the areola (dark area), with your thumb on top.



2a. Stimulate your baby's lips gently with your nipple. This will stimulate your baby's natural "rooting" reflex causing her to open her mouth as big as a yawn. When your baby's mouth is opened wide, bring your baby to your breast. Your baby's natural "rooting" reflex will help her to latch on. When she feels your nipple with her tongue, her lips will close over.



2b. Ensure her mouth is covering the nipple and as much of the areola as possible and that a seal has been formed. Both lips should be rolled outwards. You should see sucking motions along the jaw line.



3. Your nipple should be as far back in your baby's mouth as possible. If breastfeeding is painful, the latch may be on your nipple instead of your breast. Release your baby's suction gently by placing a finger in the corner of her mouth until you break the suction. Re-position and re-latch your baby to your breast.

4. Once your baby has latched and your milk begins to flow, you'll notice pronounced jaw movements and hear small swallowing noises from your baby. After feeding, your breasts will feel softer and less full.



Breastfed babies need a 10 µg (400 IU) vitamin D supplement. Speak to your doctor about your baby's vitamin D needs.

Helping Ensure Success in Breastfeeding:

Breastfeeding will be a new experience for you and your baby. Success will come with patience and of course, a little practice. Don't be surprised if it hurts a bit in the first week. Your baby is feeding 10-12 times a day – and that's something your breasts have never experienced before. Stay positive. With practice, breastfeeding can become an easy and natural activity that you and baby will enjoy – and even look forward to.

Breast fullness: When your milk comes in, usually between the 2nd and 5th day after delivery, it's natural for your breasts to feel fuller. Try feeding your baby as much as possible during this time to help alleviate fullness and discomfort.

Breast engorgement: If your breasts become hard, heavy, hot and/or swollen, apply a warm compress to your breast(s) and try to release milk before feeding your baby, to help baby latch. In between feedings, apply cold compresses to your breast(s) to help alleviate discomfort. If engorgement persists, continue breastfeeding and consult your doctor.

Sore nipples: It's natural for your nipples to be sore in the beginning. Ensure that your baby is latching properly on your breast. After feedings apply breast milk to your nipples and allow to air dry completely before putting your bra back on. Talk to your doctor if soreness persists or if your nipples crack or bleed.

Breastfeeding help when you need it most...

- ✓ Ask your doctor, midwife, or lactation consultant
- ✓ If your baby was born in a hospital, most run breastfeeding clinics
- ✓ Call your local health department and speak with a public health nurse
- ✓ Talk to a breastfeeding support group such as *La Leche League* – and find a local representative in the phone book or online
- ✓ To see more tips and information, plus a Mom's video on breastfeeding, visit www.nestle-baby.ca/breastfeeding

A healthy Mom – A healthy Baby

To support successful breastfeeding, it's important to ensure you're getting healthy nutrition, adequate hydration and good rest.

Remember to continue taking a prenatal multivitamin throughout your breastfeeding. They are specifically formulated to offer nutritional support for pregnant and breastfeeding women.

Experts* recommend that women* continue to take a multivitamin with 0.4-1.0 mg folic acid for as long as breastfeeding continues.


Materna.



Top reasons why breastfeeding is best...

Breast milk is the perfect food for your baby. Its unique and nutrient-rich composition changes to meet your baby's needs at each feeding and as they grow*

Breast milk is easy for your baby to digest

Breast milk helps protect your baby from allergies and contains antibodies and other components that help to develop a healthy immune system

Breastfeeding is a great way for mom to bond with baby

Breastfeeding helps you return to your pre-pregnancy weight

Breastfeeding contracts your uterus, helping it to return to its normal pre-pregnancy size

Breastfeeding is convenient and inexpensive

We're here with 150 years of infant nutrition research and development.

Nestlébaby™
program



Need more information, advice and support?

*If you're not already a member,
join the Nestlé Baby™ Program
– it's FREE!*

Created just for new and expecting moms like you and designed to give you the information and support every mom needs – through every little baby step – right from the start.

Visit nestle-baby.ca

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