



PHILIPS

AVENT

Mother and child care

Find a relaxing space

for you and your new baby

Up to 60% of women who breastfeed stop earlier than they want to¹. There are numerous reasons why, but returning to work and feeling awkward breastfeeding outside the home are often highlighted². Recent studies have shown that:

- **Almost one in ten women stop because they feel uncomfortable breastfeeding outside the privacy of their home².**
- **More than 30% of working mothers value access to a dedicated room where they can express milk³.**
- **Breastfeeding or expressing milk in a calm home-like environment enhances breastfeeding as mothers feel more relaxed⁴.**

Don't be afraid to ask for support if you are not feeling confident breastfeeding. Your healthcare professional will help you find a solution that will increase your chances to breastfeed for longer, inside or outside of the home.

Feeding
our future

#feedingourfuture

Philips Avent is a premium partner of EFCNI and supports the European Standards of Care for Newborn Health project

EFCNI european foundation for the care of newborn infants

References

1. Odom EC, et al. 2013; 2. De Jager M, et al. 2012; 3. Iellamo A, et al. 2015; 4. Hauck YL, et al. 2008