



PHILIPS

AVENT

Mother and child care

Be proud  
you are #feedingourfuture

Your breast milk provides your baby with all the nutrients needed for healthy growth and development. Children who are breastfed for longer have less chronic health issues, fewer infections, and higher intelligence than those who are breastfed for shorter periods, or not breastfed<sup>1</sup>.

In reality, **60% women who breastfeed take steps to hide it in public and more than a third feel embarrassed or uncomfortable breastfeeding outside the home<sup>2</sup>.**

Today, many family-friendly venues provide dedicated spaces where you can breastfeed or express milk in a calm, relaxing environment.

If you are concerned about providing the best nutrition for your baby whilst enjoying the freedom to enjoy your life to the full, ask your healthcare professional for support.

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. Victora CG, et al. 2016; 2. Start4Life Press Release. 2 November 2015; <https://www.gov.uk/government/news/new-mothers-are-anxious-about-breastfeeding-in-public>; accessed May 2016