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World  
Breastfeeding Week

# Celebrating breast milk

A tailor-made drink for your baby that naturally builds the immune system and supports brain development

Breast milk has plenty of other benefits for you and your baby:

- Helps you and your baby bond<sup>1</sup>
- Reduces the risk of chronic illness for your baby<sup>1</sup>
- Supports your recovery after birth<sup>1</sup>
- Easy to take on the go

If you want to learn more about the benefits of breast milk, even if you're not able to breastfeed, ask your healthcare professional about milk banks and for advice on beginning and continuing to breastfeed.

## Laying the best foundation for a healthy start in life

**EFCNI** european foundation for  
the care of newborn infants

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

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1. Dieterich, C. M., Felice, J. P., O'Sullivan, E., & Rasmussen, K. M. (2013). Breastfeeding and Health Outcomes for the Mother-Infant Dyad. *Pediatric Clinics of North America*, 60(1), 31-48.





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# Prepare yourself for success

Breastfeeding is a beautiful experience, but it's not always easy. A little planning can help you start smoothly and continue breastfeeding for longer

Help yourself get off to a good start:

- Get a breast check by your healthcare professional so you'll know of any adjustments necessary
- Make a long-term breastfeeding goal to help you stay on track
- Create a feeding plan before your baby arrives to think about the kind of support you might need

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