

The right support from day one

Here are some of the best ways to soothe and protect your nipples so you're able to comfortably breastfeed

- Ask for help with positioning and latching
- Place expressed breast milk on your nipples
- Soothe your nipples after feeds with nipple cream
- Prevent chafing in between feeds with breast shells
- Absorb any leaking breastmilk and keep your clothes dry by using silky soft breast pads
- Protect sore nipples with nipple protectors during feeding
- Cool down and warm up your breasts with thermo pads before and after feeds
- Encourage milk flow before your baby begins feeding, or if your nipples are sore, by expressing milk

Ask for help

If the pain continues, you notice cracks or blisters, or you simply have more questions, don't hesitate to reach out to your healthcare professional.

If you're experiencing sore nipples, you can usually still continue to breastfeed

Breastfeeding may be natural, but it can also be difficult...

Every woman experiences breastfeeding a little differently. It's normal to feel a little discomfort when your baby first latches on, and while you're trying to establish breastfeeding. That said, if you're feeling pain for all or most of a feed it's best to ask for help from a healthcare professional.

Timing also really counts when you're breastfeeding. Sore nipples can quickly develop into cracked or bleeding nipples and prevent you from breastfeeding long-term.

Professional tip

"If you experience pain when breastfeeding, ask for help straight away - it can be tricky to get started. The sooner you ask for help, the more likely it is that you will be able to get over any early hurdles and enjoy breastfeeding for longer."

Vicki Scott Midwife and breastfeeding advisor



Your breastfeeding solutions

Meet Philips Avent breastfeeding solutions that helps soothe and protect your nipples, so you can breastfeed for longer

Breast milk expression



Comfort breast pump range
To support milk expression, protect the nipple and allow for healing

Breast care



Nipple cream
Soothes nipples



Breast shell set
Applies constant pressure for relief



Nipple protectors
Shields sore nipples during feeding



2-in-1 thermopads
Cools and warms your breasts



Breast pads
Absorbs leaking breast milk



Nipplette
Clinically proven¹ to correct inverted nipples

Learn more about Philips Avent Breastfeeding solutions: philips.co.uk/c-m-mo/breast-pumps-and-care

1. Mr D McGeorge FRCS(Plast). British Journal of Plastic Surgery (1994) Vol 47, Pgs 46-49

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EFCNI european foundation for the care of newborn infants



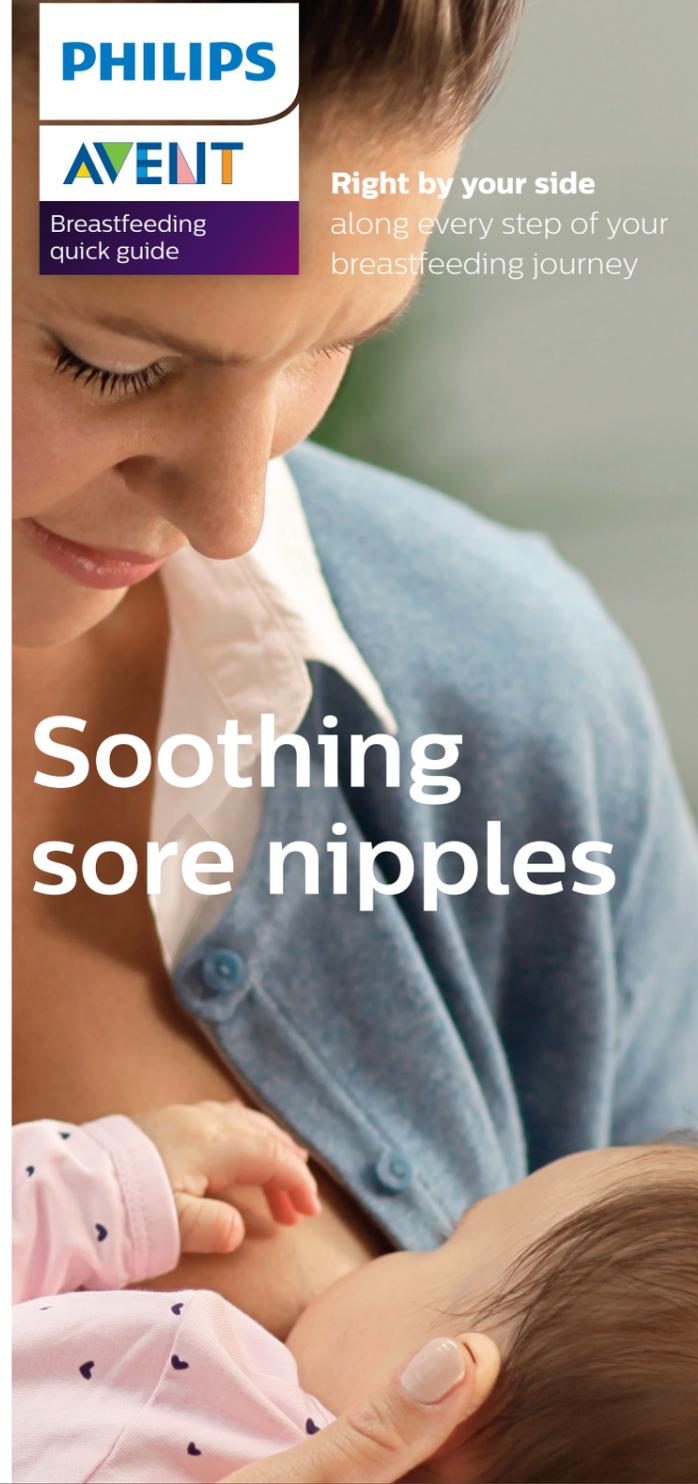
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Breastfeeding quick guide

Right by your side along every step of your breastfeeding journey

Soothing sore nipples



Behind the scenes

Here are the key reasons that can cause prolonged nipple pain when you're breastfeeding

Shallow latch

Sometimes, your baby might not have enough breast tissue in their mouth as they feed. This means that they're sucking on your nipple and causing pain.

Inverted nipples

Up to 10% of women have inverted or flat nipples, which can make initiating and establishing breastfeeding a little more difficult than usual.

Mastitis and thrush

Some mums also experience infections such as mastitis or thrush when they breastfeed.

Tongue-tie

Tongue-tie is where the strip of skin connecting your baby's tongue to the floor of their mouth is shorter than usual. This can make latching difficult.

Finding support

Got more questions? Your healthcare professional is the best person to give you guidance.

When you understand the reasons behind sore nipples, you'll be better able to support yourself when your baby arrives

Prepare yourself for success

It's possible to take small, important steps before your baby is born to help you successfully breastfeed

1

Get a breast check

Have a healthcare professional perform a breast check in your regular prenatal checkup to see how your breasts are developed so you'll know of any adjustments you may need to make when you begin breastfeeding. This could help prevent latch-on difficulties when breastfeeding.

2

Make a breastfeeding goal

Breastfeeding is a beautiful experience, but it's not always easy. Having a breastfeeding goal can help you stay on track when you're experiencing more challenging moments, such as nipple pain.

3

Create a feeding plan

Making a feeding plan before your baby is born allows you to think about the kind of support you'll need in advance. It's also a chance to think about what you'll do if things don't go smoothly. For instance, if you experience nipple pain, you might like to express milk with a breast pump or have nipple cream on hand so you can give yourself comfort right away.