





Breastfeeding Made Easy



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THE CHOICE OF SMART MUMS

THE IMPORTANCE OF BREASTFEEDING



Dear New Mums and Mums-to-be,

Breastfeeding is, by far, the single most important duty a mother can perform - with a direct bearing on an infant's well-being, with lifelong implications. And, while you may already know all there is to, about the subject - we deemed it fit to share some valuable pointers that you may yet find useful. Feel free to read through and share this with other new mums, too.

Also, do share your comments and feedback on www.smartmums.in

BABY'S BOTTLE IN IMPORTANCE OF STERILIZATION.

- A) Breast milk provides the ideal nutrition for infants. A near-perfect mix of vitamins, proteins, and fats which are vital for your baby's growth.
- B) Breastfeeding greatly reduces the possibility of a child suffering from a variety of acute and chronic disorders.
- C) Breastfeeding burns extra calories, so it can help you lose pregnancy-weight faster.
- D) It releases the hormone oxytocin, which helps your uterus return to its pre-pregnancy size and may reduce uterine bleeding after birth.
- E) WHO recommends exclusive breastfeeding for 6 months to be continued till 2 years with a nutrition rich diet of solids.
- F) Breastfeeding significantly minimises the risk of long-term diseases like asthma, type-1 diabetes, celiac disease and many more ailments for the baby.
- G) Breastfeeding also lowers the risk of breast and ovarian cancer. It may lower your risk of osteoporosis, too.

We understand that a modern woman's life is filled with challenges, and makes extreme demands on her time. Safely extracting and storing breast milk can allow you to give your baby your milk even while you are away.



HOW TO EXPRESS AND STORE BREAST MILK

We know it's hard for mothers to breastfeed their baby and that's where Morisons Baby Dreams' Breast Pump and Storage Bags can help. The process of expressing the milk increases milk supply and helps you nurse for longer.

- 1. To use a Breast Pump, first wash your hands and then wipe your breast, especially the nipple area with a warm, damp cloth. This is to avoid any kind of germ penetration during milk collection.
- 2. Massage your breast gently to squeeze out a little bit of milk. Place the breast shield on the breast tightly; make sure no escaping of air happens, else there will be no suction.
- 3. Gradually press the handle in a rhythmic manner. It might take a little bit of time, but you have to be patient. Electric breast pumps are also available.
- 4. When you feel you are done, just remove the pump and unscrew the bottle to pour the milk into a sterile storage bag. Immediately store it in a refrigerator or deep freeze.

- 5. Store only the amount which you may use for one feed - as you cannot re-freeze breast milk.

MILK STORAGE NORMS

- 1. Store at room temperature for up to 3-4 hours.
- 2. Refrigerate for up to 4 days.
- 3. Deep freeze for up to 6 months.

THE IMPORTANCE OF STERILISATION

- 1. Wash your bottle with a Bottle & Accessories Cleaner and Sparkle Brush.
- 2. Just a healthy feed is not sufficient, it must be hygienic too. Always sterilise your baby's bottles.
- 3. It is always important to sterilise baby's bottle before and after every use.



We hope you find these tips useful. Do reach out to us for any further queries. Visit us at www.morisonsbabydreams.com, call 022 6141 0300 or WhatsApp us at +91 88280 22300 Scan the below QR code to watch our demo videos:

