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The best for a very special relationship.

MAM Breastfeeding products: Perfect support right from the start.

Developed with experts ■ Innovative & flexible ■ Tested with care

This is MAM quality.



MAM Med-Info

What we want to give babies? Only the best.

Breastfeeding is a very special experience for mother and baby. With the smart MAM breastfeeding products we offer perfect support from the start. The highest quality, technical innovation and unique design means they are easy to use and provide a good feeling for everyone involved. MAM products are the result of close cooperation with medical experts and they are carefully tested. Simply the best for a very special relationship.

Traude Trieb, midwife, Austria, says:

"Breastfeeding is more than just basic nutrition for a healthy start in life. It also offers mother and baby unique moments of closeness and tenderness. Choosing the right products helps the family to be flexible and enjoy the breastfeeding period even more."



The MAM Breast Pump: Easy to use with only four parts.

There are a number of good reasons to express milk: A break from breastfeeding can be a real benefit to help sore breasts. Milk production is also stimulated and supplies can be built up. Or, fathers can have the chance to feed their babies, too. And that

in turn, gives mothers a little more independence. Together with midwives, lactation consultants and mothers, MAM has developed the perfect set for expressing milk.

Convincing in every way: 83%* Satisfaction

Excellent results from a series of tests in Germany and Austria verify the high quality of the MAM Breast Pump: 83%* satisfaction among mothers; 8 out of 10 mothers are satisfied with the ease of cleaning and use. They would recommend the MAM Breast Pump to family and friends.

*Market research Germany/ Austria 2011, n = 205



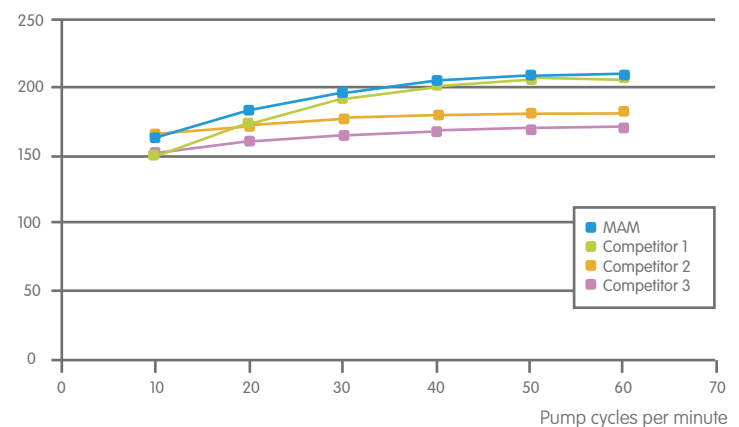
- Easy to use and clean thanks to simple construction with **only 4 parts** (see figure, left).
- The suction strength can be easily and **individually adjusted**.
- The angled funnel **can be rotated 360°** so it can always be set to the most comfortable position.
- Compatible with the **MAM Storage Solution** and the **MAM Anti-Colic** bottle: The milk is hygienically pumped directly into the bottle or cup – ideal for storing in the refrigerator or freezer as well as using on the go.

Outstanding performance, function and comfort.

In a **comparison test with international leading brands**, the MAM Breast Pump scored for outstanding performance. Not only does it provide the best vacuum power for the same rate of pump cycles per minute (see graph, right), it also impresses by needing less energy to pump. The excellent vacuum performance means pumping is more efficient, easier and faster. As a result, the MAM Breast Pump offers more comfort with better performance in less time.

Source: BAMED AG laboratory test with pressure and vacuum sensors, Austria 2012

Maximum vacuum performance



The MAM Anti-Colic with patented vented base: Even drinking flow, less colic*.

Paediatric specialists agree that breastfeeding is best for babies. The MAM Anti-Colic is a good alternative when it's just not possible to breastfeed. The patented vented base prevents the formation of a vacuum inside the bottle to ensure a smooth drinking flow. This significantly reduces the risk of colic and babies can completely relax while drinking.



- The Anti-Colic has a **vented base** so babies swallow less air and drink in a completely relaxed way. Severe regurgitation and colic are reduced.*
- The patented **MAM Silk Teat®** provides babies with the perfect feeling and thanks to its silky soft surface it is accepted by 94% of babies.**
- The MAM Anti-Colic is **self-sterilising**: with only a couple of steps needed, it is quick and easy. Simple hygienic cleaning.

* Medical study Austria 2011, n=73
** Market research 2009-2014, n=1349

Study confirms: Better oxygen saturation thanks to the MAM Anti-Colic.

Dr. Alejandro Jenik (paediatrician, Argentina) tested the effects of the MAM Anti-Colic bottle system. The oxygen saturation (SpO2) and feeding efficiency were compared using a conventional bottle and the MAM Anti-Colic.

The study was conducted in an Argentine hospital with 34 premature infants. The infants were clinically stable and already being fed orally. During the study they were fed twice a day: once with a conventional bottle and once with the MAM Anti-Colic. Expressed breast milk was used for both feedings.

The outcome: When using the MAM Anti-Colic, the formation of a vacuum inside the bottle was prevented, providing sufficient oxygenation. This allows babies to maintain their behavioural organisation. Also notable in the results were the SpO2 values: Thanks to the MAM Anti-Colic vented base, they were significantly higher than with a conventional bottle. This means that milk intake is increased while reducing the loss of milk. As well, the MAM Anti-Colic satisfies with the Silk Teat design which provides a familiar feel with its skin-like surface.

Source: Alejandro Jenik et al, A New Bottle Design Decreases Hypoxemic Episodes During Feeding in Pre-term Infants, International Journal of Pediatrics, 2012



Dr. Alejandro Jenik of Argentina on the characteristics of the MAM Anti-Colic:

"The physiological pressure in the milk duct forcing out the milk from the teat remains the same high value during breastfeeding while the baby drinks. This is similar to the new bottle's valves which keep atmospheric pressure above the milk the same. So this special system correctly mimics the mom's constant breast pressure difference."

MAM Storage Solution: Smart and practical.

Breast milk is valuable. This means that safe and proper storage is especially important. Building up a supply of breast milk is easy with the MAM Storage Solution. It is compatible with the MAM Breast Pump. The milk can be expressed directly into the container and hygienically stored. The system is suitable for the refrigerator or freezer and the spill-proof lid provides the needed protection while on the go. And of course, it can be sterilised

as often as needed. Other advantages are the precise measuring scale and the washable label space.

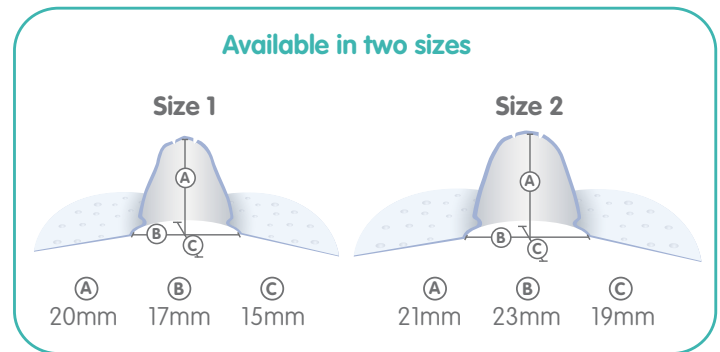




MAM Nipple Shields: Perfect support for breastfeeding.

The especially thin and flexible MAM Nipple Shields adhere very well to the skin and guarantee a steady drinking flow. The innovative butterfly shape provides maximum skin contact and the slightly textured, silky soft surface feels good and natural. Fine dimples

provide for the necessary air circulation between the nipple shield and baby's cheek. MAM Nipple Shields can be autoclaved and come in a sterilisable storage box.



MAM Breast Pads: Extra thin and highly absorbent.

You can rely on MAM Breast Pads. They feature a breathable, ultra soft surface with a high level of wearing comfort. Ultra thin and maximum absorbency guarantee long-lasting comfort and well-being throughout the entire breastfeeding period.



What the experts say:

MAM Breastfeeding products are the result of intensive, cooperative research. Numerous physicians and international experts from different specialty areas contributed with their input and critical examination essential to maintain such high quality.

■ Cordula Jäger, midwife, Germany, on the MAM Breast Pump:

"When using it, you immediately notice that the pump builds up a good vacuum and works very effectively. Many mothers praise the individual settings through the use of the adjusting wheel. Since there are very few parts, assembly and cleaning are very easy. Also worth mentioning is the screw-on storage container - ideal for hygienically storing milk."

■ Monika Thönen, midwife, Switzerland, on the qualities of the MAM Nipple Shields:

"Mothers really like the nipple shields because they adhere perfectly, are comfortable to wear and the butterfly shape provides so much skin contact. The fine dimples mimic the areola, which creates familiarity. I would say the vacuum behaviour of the MAM Nipple Shields is very good. The natural sucking pattern is not disturbed and the sucking point is easily reached."

■ Traude Trieb, midwife, Austria, on the MAM Breast Pads:

"From my 25 years of experience as a midwife, I know that the right breast pads can make a significant contribution to a satisfying breastfeeding experience. They have to feel good, be skin-friendly, absorbent and practically invisible. The MAM Breast Pads do all of this perfectly, which is why I can recommend them with confidence."

MAM Breastfeeding products: Perfect support from the start.



BPA free: All MAM products are made of BPA free materials.



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MAM Breast Pump with Storage Solution



MAM Nipple Shields



MAM Breast Pads



MAM Anti-Colic

