

Breastfeeding 101

Helping you breastfeed with confidence

Lansinoh®

As well as being the most natural way to feed your baby, breastfeeding helps create that special bond between mother and child. Exclusive breastfeeding is recommended for the first six months of your baby's life for their wellbeing and development as there are many health benefits for you and baby.

Starting to breastfeed

We know how giving birth can be both exhilarating and scary at the same time, especially if you are a first-time mum. If you decide breastfeeding is right for you, it can be equally daunting but here are a few things that you need to be aware of.

Skin to skin contact

Holding your baby against your skin as soon as possible after birth will help calm baby and give you both chance to rest and get to know each other. Babies get to know your smell and taste which helps with bonding and if you breastfeed this releases oxytocin which helps you feel close and connected.

It takes time!

Like anything new, it takes time to develop the right breastfeeding technique and understand what you and your baby need.

Baby will take a good mouthful of breast in order to massage milk from the breast. You'll soon learn how it feels when your baby is feeding well. In the early days be guided by what you see, feel and hear!

The first breast feed should take as long as you want; don't put yourself under any pressure and if baby cannot attach and it's not working out, speak with your midwife to help you. Keep practicing skin-to-skin. Sometimes babies can take 60-90 minutes to feed after birth - **they are learning too!**

Find out more!

Lansinoh have been helping breastfeeding mums for more than 30 years and have a wealth of information, tips and support to help you make the best choices for you and your little one. To access more information, sign up to our Happy Tummy Club today, quoting reference **OG01119** to get great insights for your own breastfeeding journey at www.lansinoh.co.uk/happy-tummy-club

Benefits of breastfeeding

For baby	For mum
Supports brain development	Promotes growing attachment between mum and baby
Provides easily digestible milk that is absorbed quickly into the body	Supports weight loss after birth
Reduces the risk of obesity later in life	Helps the uterus return to its normal size
Reduces the risk of infections with fewer hospital visits	Can reduce the risk of developing type 2 diabetes, Ovarian and Breast Cancer

How much breastmilk does my baby need?

Many mums ask this question about feeding their new born baby - Just remember that a newborn's stomach is only the size of a small marble, so actually doesn't need that much. The great thing is that if you breastfeed at birth you express a special milk called colostrum which has a unique composition and helps provide a boost to their immune system.

Attaching baby to the breast

Always look for signs from your baby that they are hungry such as sucking their hand or touching and licking their lips. When you see that, it's a good time to place baby near your breast.

Breastfeeding positions

Breastfeeds vary in length and frequency as only your baby knows when they are satisfied. There are various breastfeeding positions you can adopt (see our Happy Tummy Club for more information) but whatever position you choose remember:



Fig. 1



Fig. 2

- Bring baby to breast or let them attach rather than leaning towards them (Fig. 1).
- Check their ear, shoulder and hip are all in line and they are facing your nipple. Use cushions to support you if needed (Fig. 2).
- It could take some time before you find the best feeding position for you, so try alternatives till both you and baby are happy and comfortable.

Breastfeeding is thirsty work. Always have a drink of water close by.

