

The emotional benefits of breast-feeding

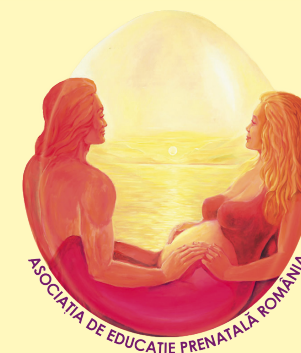
Breast-feeding has psychological advantages both for the mother and for the child:

- The mother feeds her child not only with milk, but also with love; the moments when the baby is at her breast bring peace and relaxation to both of them.
- The loving relationship is established faster if you breast-feed immediately or shortly after birth.
- Through skin and eye contact, speaking, caressing, a long lasting attachment between the mother and child is engendered.
- The breast-feeding mother feels fulfilled; she will complain less of the time she has to give the child, and of having to feed the baby at night.
- The baby sucking on his mother's breast feels safe, cries less and develops better intellectually and emotionally.
- He will be able to establish affective and social relationships more easily when he grows up. Research shows that the babies with a small weight at birth who were immediately breast-fed perform better in IQ tests than the ones artificially fed.

If you breast-feed, you save money and time

Breast-feeding saves money and time for the family and society.

- You don't spend anything on infant formulas.
- You don't need to buy bottles and teats.
- You don't waste time shopping.
- You save energy and water.
- Instead of measuring, preparing and heating milk, sterilising bottles and teats several times a day (and night), you can relax and enjoy the moments of rest during breast-feeding!
- Maternal milk keeps your baby healthy; you don't spend money on medicine, health care, journeys to the hospital and surgery.
- You spend less on the necessities during the period.
- You spend less on contraception.
- The food for the breast-feeding mother costs less than the artificial feeding of the child!



**BREAST-FEEDING
IN THE FIRST YEAR OF LIFE**
**the most important choice for both
the baby and the mother**
Find out why now...



International Revised Edition

The benefits of breast-feeding for your child's nourishment and growth

- You can feed your child every time he/she wants and asks for the breast.
- Maternal milk is the most complete form of infant feeding. It contains just the right amount of fat, sugar, water and protein that is needed for a baby's growth and development.
- Most children digest human milk better than any formula milk; breast-feeding decreases the risk of allergy!
- Children fed naturally develop harmoniously; they are slimmer and weight gain is normal; the risk of becoming overweight in adult age is lower.
- Premature babies who are breast-fed develop better than the ones fed on formula milk.
- Research shows that cognitive development in children who are naturally fed is far superior to that of the ones who are not breast-fed.
- Human milk contains antibodies that protect the infant from germs and viruses.

Recent studies show that the babies who are fed exclusively on human milk during the first six months of life are less exposed to the risk of ear infections, diarrhoea, respiratory conditions and child obesity.

Caring for the breasts during pregnancy and nursing

- Your body started preparing for nursing in the prenatal period. From the 26th week of pregnancy, the breasts start secreting colostrum – a first milk, rich in minerals, which will feed the baby in the first hours after birth.
- It is advisable to avoid washing the nipples with soap, because it produces dryness; ointments should also be avoided because there are glands that produce secretions that keep the nipples clean and moist.
- Stimulating the nipples may produce womb contraction and should be avoided during pregnancy.
- If there will be any breast irritations and fissures during lactation, the best medicine is milk: embrocate the breast with milk and let it dry in the air; human milk contains endorphins that help both the mother and the child to better withstand pain...



What will your benefits as a mother be if you breast-feed?

Breast-feeding protects the mother's health on a short and long term; moreover, it is ideal for the child's health:

- Breast-feeding burns calories, facilitating the loss of weight accumulated during pregnancy. It also helps the womb get back to its former dimensions and diminishes the risk of bleeding after birth.
- It allows the mother to travel more freely with the child (the milk is ready-made, at the right temperature and sterile!).
- Breast-feeding, especially the exclusive one (no supplement of formula milk), delays the return to regular periods and ovulation – so it can act as a contraceptive.
- Breast-feeding decreases the risk of breast and ovarian cancer as well as of osteoporosis.
- Breast-feeding releases prolactin, a hormone that relaxes the mother, diminishing her stress.
- Breast-feeding reduces the risk of depression which is frequent after labour.
- Breast-feeding saves the mother time and money. There is no need to buy, measure and prepare formula milk. You don't have to heat bottles during the night!