



# Why Should I Breastfeed?

## **FOR YOU: Breastfeeding provides benefits to mothers in the following ways:**

- Helps the uterus return to pre-pregnancy size faster,
- Reduces risk of breast, ovarian, and uterine cancers,
- Decreases risk for osteoporosis and anemia.
- Promotes postpartum weight loss, 500 calories burned daily with exclusive breastfeeding.
- Enhances emotional health; mothering hormones are calming when breastfeeding.

## **FOR BABY: Breastfeeding provides benefits to infants in the following ways:**

- Creates a special bond between mother and infant with frequent skin contact,
- Decreases risk for certain types of infections and illnesses:

- ❖ Ear infections
- ❖ Stomach viruses
- ❖ Diarrhea
- ❖ Respiratory infections
- ❖ Atopic dermatitis
- ❖ Asthma
- ❖ Obesity
- ❖ Type 1 and type 2 diabetes
- ❖ Childhood leukemia
- ❖ Sudden infant death syndrome or SIDS
- ❖ Necrotizing enterocolitis; (affects the gastrointestinal tract in pre-term infants)

- Enhances dental health, oral-motor development, and speech,
- Reduces risk for allergies and food sensitivities
- Aids in cognitive development, studies show higher IQ's
- Reduces risk for SIDS, (Sudden Infant Death Syndrome)
- Decreases overfeeding, a risk for obesity and diabetes in later life.

## **FOR YOUR FAMILY: Breastfeeding benefits FAMILIES in the following ways:**

- Reduces parent days absent from work (breastfed infants are healthier)
- Saves money otherwise spent on formula and feeding supplies, and
- Reduces family healthcare costs including out-of-pocket costs and services covered by insurance
- Improves the effectiveness of immunizations,
- Saves dollars spent on food and medical expenses for baby and mother.
- Improves the health of families, baby resistant to family's infections.

## **FOR YOUR ENVIROMENT:**

- Protects the environment by decreasing waste for landfills.
- Fewer bottles, cans, and formula manufacturing hazards and wastes.
- Minimal risks of contamination.



# Weigh the Benefits as You Choose

**FREE SAVES**  
**FAMILY \$\$\$\$**  
**✓ PORTABLE CONVENIENT**  
**✓ EASY TO DIGEST**  
**PERFECT NUTRITION**

- ✓ NO MIXING OR SPOILAGE ALWAYS FRESH & AVAILABLE
- ✓ EASILY FROZEN for LATER USE
- ✓ NO BOTTLES or NIPPLES to STERILIZE
- ✓ PROTECTS BABY from MANY ILLNESSES
- ✓ ADAPTS INGREDIENTS AS BABY GROWS
- ✓ ENHANCES BRAIN POWER & DEVELOPMENT
- ✓ LOWERS MOTHERS RISKS FOR BREASTCANCER, OVARIAN CANCER, HIGH BLOOD PRESSURE, HEART DISEASE, TYPE II DIABETES, POSTPARTUM DEPRESSION
- ✓ ABLE to NURSE IMMEDIATELY DURING DISASTERS and EMERGENCIES WITHOUT PANIC for SUPPLIES
- ✓ RETURN TO PRE-PREGNANCY SHAPE & WEIGHT QUICKER
- ✓ BURNS CALORIES, HELPS SHRINK THE UTERUS

**BREAST FEEDING**

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**✓ EXPENSIVE**  
**✓ \$1,160 and \$3,915 /YEAR**  
**BASED ON FORMULA BRAND & TYPE**  
**✓ MOTHER NOT REQUIRED**  
**↑ RISK OF CONTAMINATION**  
**✓ LACK OF HUMAN ANTIBODIES**

**↑ HIGHER INCIDENCE OF INFECTIONS & MEDICAL COSTS**

- ✓ REQUIRES BOTTLES, NIPPLES, POWDER STERILE WATER FOR FIRST 6 MONTHS
- ✓ LASTS ONLY 1 HOUR AT ROOM TEMP. SAFE ONLY FOR 48 HOURS IN REFRIGERATOR
- ✓ FREQUENT INTOLERANCE & ALLERGIC REACTIONS
- ✓ LINKED TO CHILDHOOD OBESITY & DIABETES
- ✓ DIFFICULT TO DIGEST, ↑ INCIDENCE OF REFLUX, COLIC, CONSTIPATION & DIARRHEA
- ✓ ARTIFICIAL, MANUFACTURED, FROM COW MILK PROTEINS, CHEMICALS AND OTHER ADDITIVES
- ✓ NOT IMMEDIATELY AVAILABLE DURING DISASTERS AND EMERGENCIES

**FORMULA FEEDING**

Your Decision Has Lifelong Consequences for Your Baby and You!