

BENEFITS of BREASTFEEDING

Breastfeeding gives your baby all the nutrition, growth factors and disease protection needed for normal growth as well as lifelong disease protection.

Breastfeeding promotes your baby's growth and development

- Breast milk contains enzymes, growth factors and hormones that help your baby's digestion and promote healthy growth.
- Breast milk contains important fats that help your baby's brain grow. Breastfed babies have higher intelligence scores. These important fats also help your baby have better vision.
- Your breast milk changes as the baby grows to provide the nutrition he or she needs. Since the nutrients come from a human source, it perfectly matches the baby's digestion and is digested rapidly and easily.

Breastfeeding protects your baby against disease

- Your breast milk has many antibodies that fight bacteria and viruses, and may reduce ear infections, respiratory infections, gastrointestinal diseases, colds and flu.
- Breastfed infants receive protection that lasts a lifetime against serious diseases such as cancer, diabetes and heart disease.
- Breastfeeding lowers the incidence of sudden infant death syndrome (SIDS).
- Formulas come from a cow or soybean source, which are harder for your baby to digest.
- Formula provides none of the added disease protection. Formula-fed infants have a greater incidence of ear infections, diarrhea, respiratory illness, gastrointestinal illness, cancer, heart disease and obesity.

Breastfeeding benefits mothers

- Women who breastfeed have less instances of breast and ovarian cancer, diabetes, osteoporosis, rheumatoid arthritis and depression.
- Breastfeeding reduces postpartum bleeding and women who breastfeed return to their pre-pregnancy weight more quickly.
- Breastfeeding decreases stress hormones.

Breast milk is always fresh, free and ready to go.