

YOUR MILK IS LIKE MEDICINE FOR YOUR BABY

- Breastmilk is easily digested, reducing your baby's risk of diarrhea and constipation.
- Breastmilk is more than just food for your baby. It also protects your baby from illness.
- Breastmilk protects your baby from illness such as allergies, asthma, diabetes, and certain cancers.



BREASTFEEDING HELPS YOUR BABY GROW

- Your baby needs your milk for normal brain growth.
- Your milk changes to meet your baby's needs as he grows.
- Your milk supply will increase to meet the needs of your growing



BREASTFEEDING IS CONVENIENT

- Your milk is always available.
- Your milk is always ready and at the right temperature.
- With practice, you can breastfeed anywhere.



BREASTFEEDING IS BEST FOR EVERYONE

- Breastfeeding is an effortless way to calm your baby or toddler, making naptime and bedtime easier for everyone.
- Breastfeeding helps the environment because it doesn't require extra resources to prepare or store.
- Breastfeeding mothers miss less work because their infants are sick less often.



BREASTFEEDING IS BETTER FOR YOUR HEALTH

- Breastfeeding can help you lose weight gained during pregnancy.
- Breastfeeding reduces your risk of developing breast and ovarian cancer.
- Breastfeeding releases a hormone that helps you feel calm and relaxed.



BREASTMILK IS BEST FOR ALL BABIES

- Sick and premature babies that are fed breastmilk have much better chance of developing well.
- Breastmilk is collected and stored at milk banks around the world for sick and premature babies.
- Breastmilk substitute (formula) is made from cow's milk or soybeans and doesn't have the protective ingredients naturally found in human breastmilk.



BREASTFEEDING IS BEST FOR YOUR FAMILY

- You can read a book to another child while you breastfeed your baby, making for a special family tradition.
- The physical and emotional closeness of breastfeeding creates a special bond with your baby.
- Since breastfed babies tend to be healthier, families have lower medical costs.

