

## Info Sheet from the new award-winning video – "THE BENEFITS of BREASTFEEDING"

### ~ BENEFITS FOR BABY ~

#### Breastfeeding Decreases Incidence/Severity Of :

- ◆ diarrhea
- ◆ botulism
- ◆ meningitis
- ◆ pneumonia
- ◆ diaper rash
- ◆ ear infections
- ◆ urinary tract infection
- ◆ lower respiratory infections

#### Breastmilk Offers Protection From Chronic Illness:

- ◆ asthma
- ◆ leukemia
- ◆ lymphoma
- ◆ allergic diseases
- ◆ Crohn's disease
- ◆ insulin-dependent diabetes
- ◆ other chronic digestive diseases

#### With Good Reason Breastmilk is Best:

- ◆ "the perfect first food"
- ◆ easiest food to digest
- ◆ no constipation
- ◆ increases supply with demand
- ◆ best nutrients for brain development
- ◆ averages +8 IQ points

### American Academy of Pediatrics Breastfeeding Guidelines

- ◆ No juice
- ◆ No foods
- ◆ No water

for about the first 6 months of baby's life

*"It is recommended that breastfeeding continue for at least 12 months, and thereafter, for as long as mutually desired."*

#### Resources

La Leche League International (847) 519-7730  
 Nursing Mothers (415) 599-3669  
 American Academy of Pediatrics (847) 228-5005

#### Web-sites

[www.lalecheleague.org](http://www.lalecheleague.org)  
[www.breastfeeding.com](http://www.breastfeeding.com)  
[www.nursingmothers.org](http://www.nursingmothers.org)  
[www.waba.org.br/](http://www.waba.org.br/)  
[www.aap.org/policy/re9729.html](http://www.aap.org/policy/re9729.html)  
[www.acog.org](http://www.acog.org)

#### Breastmilk Is Convenient:

- ◆ pre-mixed
- ◆ always sterile
- ◆ breastmilk is free
- ◆ ready on demand
- ◆ no bottles to sterilize
- ◆ tastes better than formula
- ◆ always correct temperature
- ◆ no formula to buy, measure and mix
- ◆ never contaminated by dirty bottles
- ◆ never contaminated by polluted water

### ~ BENEFITS FOR MOTHER ~

#### Breastfeeding Provides Risk Reduction and Increased Prevention Against:

- ◆ obesity
- ◆ osteoporosis
- ◆ breast cancer
- ◆ ovarian cancer
- ◆ uterine cancer

#### Breastfeeding is Good For Mothers

- ◆ helps to shrink the uterus faster with less bleeding
- ◆ helps moms return quickly to pre-pregnancy weight
- ◆ gives mothers an emotional bond with their baby

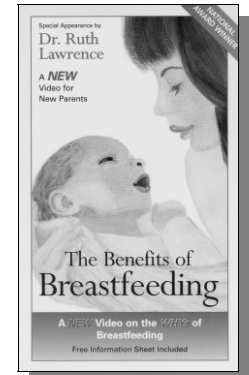
#### Featuring Breastfeeding Guru Dr. Ruth Lawrence

**Run Time: 21 Minutes  
Five Segments:**

- Health Benefits for Baby
- Nutrition Benefits for Baby
- Benefits for Mother
- Common Questions
- Keys to Success

#### To Order More Videos:

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