

# Advanced care for breastfeeding mothers

To soothe & hydrate

## Purelan™

Fast relief for sore nipples and dry skin

- ✓ **Effective dual action**  
100% ultra-pure medical-grade lanolin soothes nipple soreness. Purelan can hold more than twice its weight in water and employs dual action to soothe dry and sore skin: protecting the outer layers of the epidermis while helping to rebalance skin's natural moisture levels.
- ✓ **Natural**  
Single-ingredient moisturizes and protects. Mulesing-free
- ✓ **Safe**  
No need to remove before breastfeeding
- ✓ **Hypoallergenic & dermatologically tested**
- ✓ **Great for chapped lips**  
and other dry skin areas



37g tube

7g tube

## Organic & Vegan Nipple Balm

Natural relief for sore nipples

- ✓ **Effective double-action™**  
Organic Nipple Balm provides natural relief to breastfeeding mothers with sore nipples and dry skin thanks to the nourishing and soothing Double Action™ of olive oil.<sup>13,15</sup>
- ✓ **Safe**  
No need to remove before breastfeeding
- ✓ **Lightweight texture**  
Non-sticky, non-grainy, easy to apply and spread



Airless pump tube for easy and hygienic use



To protect & support healing

## Hydrogel Pads

Instant pain relief and healing support

- ✓ **Principle of moist wound dressing**  
to aid skin recovery and support healing: increasing the moisture content if the skin is too dry and absorbing any excess moisture to ensure optimal healing conditions at all times.
- ✓ **Protective cushion** on sensitive and sore nipples
- ✓ **Instant cooling effect** thanks to special formulation
- ✓ **Sterile** and individually wrapped
- ✓ **Reusable** multiple times within 24 hours



## Breast Shells

Protective shield for sensitive skin

- ✓ **Protect sore or cracked nipples from friction**  
between breastfeeding sessions, giving sensitive breast tissue time to heal
- ✓ **Soft, snug-fitting silicone**  
feels comfortable on sensitive skin
- ✓ **Ventilation holes**  
allow skin to breathe, promoting healing
- ✓ **Flexible** to adapt to the shape of the breast



**References** 1 Buck ML et al. Breastfeed Med. 2014; 9(2):56–62. 2 Nakamura M et al. Breastfeed Med. 2018; 13(7):479–484. 3 Gianni ML et al. Nutrients. 2019; 11(10). 4 Feenstra MM et al. Sex Reprod Healthc. 2018; 16:167–174. 5 Odom EC et al. Pediatrics. 2013; 131:e726–e732. 6 Jiménez Gómez MI et al. Breastfeed Med. 2021; 16(4):325–331. 7 Dennis CL et al. Cochrane Database Syst Rev. 2014; 2:CD007366. 8 Schaal B et al. Dev Psychobiol. 2006; 48(2):100–110. 9 Pang WW, Hartmann PE. J Mammary Gland Biol Neoplasia. 2007; 2(4):211–221. 10 Abou-Dakn M et al. Breast Care. 2010; 5(1):2. 11 Oguz S et al. J Family Med Community Health. 2014; 1(4):1021. 12 Cordero MJA et al. Worldviews Evid Based Nurs. 2015; 12(6):364–369. 13 As'adi N, Kariman N. J Herbmed Pharmacol. 2018; 7(3):168–175. 14 Jacobs A et al. Geburtshilfe Frauenheilkd. 2013; 73(12):1202–1208. 15 Pezeshki B et al. Int J Pediatr. 2020; 8(2):10853–10863. 16 As'adi N, Kariman N. J Herbmed Pharmacol. 2018; 7(3):168–175.