How does Medela support breastfeeding mothers and babies?

Babies usually know best what they need – and how to get it. However, circumstances may make it necessary to assist them and their mothers to fulfil their nurturing needs. This is where Medela steps in: We support mothers so that they can still feed breastmilk, even when breastfeeding for some reason is no option. I think it is one of the great assets of my position that in executing our mission statement, I can assist mothers worldwide to develop a healthy and comfortable relationship with their babies. To work for and on behalf of the youngest and smallest – isn’t this most rewarding?

Working in a hospital environment signifies moments of joy and sorrow. How do you deal with them?

Of course, life in these surroundings has its ebbs and flows… But knowing that we work with true quality products, adhering to strict Swiss and international quality standards, means we are offering the best we can in situations where help is needed. And, of course, we strive to consistently improve our products and services – and to be a competent partner in times where mothers and professionals look for assistance in an emotionally charged situation. If you understand their needs, it is much easier to handle any emotions that come with it. And you see the benefits, too!

Enhancing babies’ health through the life-giving benefits of breastmilk and supporting mothers during their breastfeeding experience is our key competency.
Breastfeeding Solution Circle

Medela’s breastfeeding products incorporate over 30 years of evidence-based research. During all these years, we have focussed our energy on understanding mothers’ needs and babies’ behaviour. Their health, their demands and needs during the precious breastfeeding period are in the centre of all our activities. We have thoroughly examined the characteristics of breastmilk as well as the method by which the baby feeds along with the workings of the female body while breastfeeding. All the accumulated knowledge has been used to develop a full solution circle. Whatever problem arises – Medela offers solutions based on research, expertise, innovation and professionalism.
Evidence-Based Research
Medela is renowned for excellence in evidence-based research – an attitude that has enabled us to develop the most advanced breastpump technology. For over 40 years, Medela has helped to enhance babies’ health through the life-giving benefits of breastmilk and supports mothers during their breastfeeding time. We continue to do so: We work with experienced medical professionals and seek collaboration with universities, hospitals and research institutions worldwide.

Pumping
Helping mothers to express milk is Medela’s core competency. This category contains the world’s leading breastpumps, including the unique 2-Phase Expression Technology. Hospital grade pumps – such as Symphony – as well as high-end retail pumps for personal use work with this efficient technology that mimics the infant’s sucking pattern.

Collecting
Careful and hygienic collecting of breastmilk in BPA-free bottles or containers is essential for babies’ health. To make mothers more comfortable, we offer well fitting breastshields, pump sets and other pump accessories – all made to assist breastfeeding.

Breastmilk Management
These products are designed to help staff and mothers to handle pumped breastmilk: Easy solutions for labelling, storage, transport, cleaning, warming and thawing – all helping to safely manage precious human milk.

Feeding
Sometimes, babies need a bit of extra support.
Medela offers a range of products for different feeding situations. Special Feeding Devices for specific needs as well as Standard Feeding Devices and our latest innovation Calmita, the research-based hospital feeding solution if breastfeeding is not possible.

Breast Care
These products have been designed to make breastfeeding as comfortable as possible. During times where a little extra support is needed, Medela offers solutions to breastfeeding mothers. Our Breast Care range includes small and practical devices to overcome first hurdles. Professional care for a sensitive area.

Education
Within Medela, we closely link education and research. Medela connects learners and educators in ways that lead to professional growth, exchange of knowledge and interaction with the broader scientific community.

Service
Medela Customer Service takes the word ‘service’ literally: We are solution-oriented and support services beyond warranty. Our aim is to ensure smooth use of all Medela products – therefore, we handle all requests quickly and efficiently.
Breastmilk Composition

Breastmilk is best for all babies. It contains all the ingredients for a healthy new life. It not only provides nourishment, but also gives immunological and developmental benefits that are unique for each mother and infant. Although the nutritional benefits of breastmilk cannot be underestimated, many researchers question whether nutrition is the major function of breastmilk. It has been suggested that the mammary gland itself evolved as part of the innate immune system and that nutrition was subsequent to protection. Breastmilk contains living cells that provide unique immunological benefits and has many ingredients that also help to protect the infant. It also has the ability to adapt to the needs of the growing infant. It changes throughout lactation and consists of exactly the right amount of proteins, carbohydrates and fats for each individual baby at the right time. There is so much to learn about breastmilk and recent advances have identified multipotent stem cells in breastmilk. The importance of these for the infant is yet unknown and research is ongoing. These findings highlight the complexity and importance of breastmilk. The production of breastmilk is an intricate procedure and is a highly complex subject. At Medela, we have created animations and power point presentations to help professionals understand the stages and the complexity of milk production. Human milk has not only nutritional, but also developmental and immunological benefits for babies and is uniquely designed for each individual infant. Human milk is designed for human babies.
Breast Anatomy

The standard model of the breast is based on anatomical dissection carried out on cadavers by Sir Astley Cooper and was published in 1840.\(^1\) Assoc. Prof. Donna Geddes (née Ramsay), working under the leadership of Professor Peter Hartmann at the University of Western Australia, has made some groundbreaking discoveries that have overthrown current understanding of the lactating breast anatomy.\(^2\)

The changes identified are:
1. The ducts branch close to the nipple
2. The conventionally described lactiferous sinuses do not exist
3. Glandular tissue is dense close to the nipple – 65% within 30mm of the nipple
4. Subcutaneous fat is minimal at the base of the nipple
5. The number of ductal openings is between 4 and 18 and not 15 – 20

The implications for breast surgery are clear since the number of milk ducts in the breast is lower than first thought. For lactation practice this highlights the need for a rapid efficient first milk ejection as milk is not stored in the breast (no lactiferous sinuses), and therefore milk ejection must occur before any milk can be removed. It also has implications for hand positioning and breastshield fitting. As there is very little subcutaneous fat, the ducts are quite superficial and easily occluded.

Breastshields need to be the correct size for each mother. In view of the glandular tissue being so close to the end of the nipple, the ducts being superficial and the branching of the ducts so close to the nipple, it is important that the breastshield fits correctly. A shield that is too small may occlude some ducts, inhibiting milk flow, and one that is too large may create ‘anchor’ points also limiting milk flow. The groundbreaking research has raised many questions in relation to milk flow and Medela has been fortunate to be able to support the University of Western Australia and to bring the findings to professionals worldwide.

WHAT HAS CHANGED?

- Ducts branch close to the nipple
- The conventionally described lactiferous sinuses do not exist
- Glandular tissue is found close to the nipple
- Subcutaneous fat is minimal at the base of the nipple

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Further Enlightening Results

Infant Sucking

The conventional view of infant sucking comes from a body of excellent research conducted mainly in the 1980s. In 1986, Dr Mike Woolridge produced the widely known account of the mechanisms of milk removal, which is still evident today in many journals. The findings from anatomy research led to speculation on this method and Dr Donna Geddes embarked on further research using modern ultrasound technology. The findings have brought further enlightening results.

There were 5 key findings:
1. Vacuum plays a key role in milk removal.
2. The tongue does not move in a peristaltic motion.
3. There is no marked indentation of the nipple.
4. The tip of the nipple does not reach the junction of the hard and soft palate.
5. Vacuum is at the maximum when the tongue is in the lowest position.

This coincides with milk flow. When the tongue is up, milk flow ceases. This indicates that vacuum is key to milk removal.

A baseline vacuum is also maintained by the baby at around -64±45mmHg.

- Tongue at lowest point – down position = peak vacuum
- Milk flows into the oral cavity

The fact that there are no lactiferous sinuses – which in previous findings were ‘stripped’ of milk by the peristaltic action of the tongue – would indicate that the tongue may not move in this peristaltic manner. The findings from this latest research study indicate that the tongue generally follows a straight up and down action.

This being so, there is no marked indentation of the nipple as was previously noted. This would also coincide with the findings from lactation experts, who note that with nipple distortion, there is often a problem with feeding. The nipple was noted to rest at between 1.3 and 6.9mm from the junction of the hard/soft palate. This also would sustain the idea that vacuum is key in milk removal. With the tongue lying further away from the hard/soft palate junction, it leaves space for vacuum to be created and milk to flow into the oral cavity.

The research demonstrates that vacuum is an integral part of milk removal from the breast by the baby. This led to the development of Calma and Calmita, our innovative feeding devices.

Nature made babies very efficient. They instinctively know how best to get the milk from the breast, by changing the way they suckle during a breastfeeding. Over a period of approximately two years, several studies under the leadership of Professor Peter Hartmann, University of Western Australia, took place to look at this natural sucking pattern. This research led to the development of the 2-Phase Expression.\(^5,6,7,8,9\) Initially the baby uses short, fast sucks to stimulate the Milk Ejection Reflex. Once the milk has begun to flow, it changes to a slower, deeper rhythm to actually feed. 2-Phase Expression Technology from Medela has converted the baby’s intuitive knowledge into technological know-how. The ‘Stimulation Phase’ provides a pumping rhythm of 120 cycles per minute. This stimulates the Milk Ejection Reflex. What follows is the ‘Expression Phase’, a slower pumping rhythm of between 45 and 78 cycles per minute (depending upon vacuum strength chosen). Because every drop counts. However in the first few days after birth, the maternal milk supply is limited. During this time, infants suck more irregularly with rapid sucks and longer pauses. This is especially important for mothers of preterm infants who can not experience the stimulation from the baby. Medela and the team from the Rush University Medical Center (RUMC), Chicago hypothesized that this sucking pattern may be a critical “first step” in establishing an adequate milk volume. This prompted the team to further test this hypothesis through evaluation of numerous pumping patterns that closely mimic the sucking pattern of a newborn infant. This research led to a blinded clinical trial with stunning results of significantly increased milk production. The combined use of this initiation mode together with the 2-Phase Expression Technology helps more mothers of premature infants in the NICU to produce enough milk to exclusively feed human milk to their babies.\(^10\)

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Infant Sucking Patterns

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5 Donna T. Ramsay, Dip; Jacqueline C. Kent, PhD; Robyn A. Owens, PhD; and Peter E. Hartmann, PhD. 2004 Ultrasound Imaging of Milk Ejection in the Breast of Lactating Women. Pediatrics Vol. 113 No. 2
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8 Jacqueline C. Kent, PhD; Mark D. Cregan, PhD; Dorota A. Doherty, PhD; Leon R. Mitoulas, PhD; Donna T. Ramsay, PhD; Peter E. Hartmann, PhD. 2003 The Effect of Vacuum on the Removal of Milk Using an Electric Breast Pump. Breastfeeding Medicine Volume 1, Number 1
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10 Paula P. Meier, DNSc, RN, FAAN; Janet L. Engstrom, PhD, RN, CNM, WHNP; Judy E. Janes, RN, BSN; Briana R. Jegier, PhD. 2011 Breast pump suction patterns that mimic the human infant during breastfeeding: greater milk output in less time spent pumping for breast pump-dependent mothers with premature infants. Journal of Perinatology, 1–8
Leading Breastpump Technology

Medela’s hospital grade breastpumps are ideal when direct breastfeeding is not possible or a mother is experiencing difficulties.

THE SYMPHONY® BREASTPUMP
The Symphony is a multi-user breastpump for hospitals and home rental. It is ideal for long-term and frequent pumping needs. It gives the mother the most natural of feelings along with a high level of efficacy.

🚀 SAFE TO USE
Overflow protection guarantees high level of hygiene

🚀 EASY OPERATION
One-knob control to simply adjust the individual vacuum level

🚀 QUIET
Vibration-free motor ensures silent operation

ACCESSORIES:
- Mobile Stand
- Hard Case
- Card & Cord Protector
- Car Connection Cable
STANDARD 2.0 CARD
The Standard 2.0 Program Card is suitable for all mothers who need to pump occasionally or regularly.

This program is designed to mimic the healthy term infant during established lactation. It operates on 2-Phase Expression Technology starting with a stimulation phase and followed by an expression phase.

PREEMIE+ INITIATION CARD
The Preemie+ Initiation Card assists initiating and maintaining lactation in breastpump-dependent mothers.

This program reflects the varying sucking and pausing rhythm of a newborn baby during the early post-birth period. The Preemie+ Program is used until Lactogenesis II, followed by the Standard 2.0 Program. Both programs are stored on the same card to keep the pump fleet flexible and easy to use.

PUMPING LOG
The Pumping Log is especially designed for pump-dependent mothers. It helps to establish appropriate pumping expectations, explains benefits of providing breastmilk, and gives helpful tips and hints.

Additionally, this log can help nurses to solve potential breastmilk production issues before they become serious.
Containers for Liquid Gold

To guarantee smooth handling of pump sets and bottles, Medela offers a wide range of products according to the various needs of hospitals. Convenient disposable products as well as reusable pump sets and bottles which are used with Medela breastpumps are an integral part of the complete system that Medela provides.

REUSABLE PUMP SETS
For hospitals with traditional sterilisation/disinfection processes
- Autoclavable
- Designed for use by multiple mothers
- Single and double pump sets available
- Available with breastshield sizes M (24mm), L (27mm), and XL (30mm)

DISPOSABLE ONE-DAY PUMP SETS
For optimised and convenient pump set handling to save cost and time
- Sterile
- Designed for use by a single mother
- Limited number of uses:
  Max. 8 pumping sessions within 24 hours
- Available with breastshield sizes M (24mm), L (27mm), and XL (30mm)

BPA-FREE
All Medela milk containers, breast shields and the milk collection shells are made of polypropylene (PP). Proven food-grade material.
Medela Ready-to-Use products are hygienically safe to use without prior cleaning.

Medela sterile products are validated according to the applicable standards for sterile medical devices.

**DISPOSABLE BOTTLES 250ML, 150ML AND 80ML**
For collecting, storing, and feeding expressed breastmilk
- Ready-to-Use
- Suitable for milk pasteurisation
- Laser-print graduation to precisely measure expressed breastmilk

**DISPOSABLE COLOSTRUM CONTAINER 35ML**
For collecting small amounts of colostrum
- Sterile
- Curved bottom to minimise loss of colostrum
- Small size to keep mothers motivated

**UNIQUE DESIGN**
Handling Precious Breastmilk

To ensure that also the tiniest babies receive the life-giving benefits of breastmilk, Medela helps hospital staff in the NICU to handle the precious pumped breastmilk with its products. Calesca may help maintain the optimal integrity of human milk ensuring a safe, hygienic and standardised method for preparation of feedings for hospitalised infants.

**CALESCA**

Designed for individual care in the NICU, Calesca is a warming/thawing device for the safe and efficient warming and thawing of human milk in a hospital environment.

- **Gentle warming**: Individual portions of human milk can be warmed to an ideal feeding temperature without the use of water.
- **Fast thawing**: Human milk can be thawed, portioned and subsequently stored in the refrigerator until it is needed.
- **Safe**: The use of circulating warm air in an enclosed chamber eliminates the possibility of contamination from the use of water.

**DISPOSABLE INSERTS**

The necessary consumables for Calesca are stored in a dispenser box of 25 pieces. This ensures easy removal of a new insert and helps to keep the consumables clean and safely stored away.

- **Hygienic**: The disposable inserts reduce cross-contamination and make the device easy to clean.

**ACCESSORIES:**

- IV Pole Adapter
Overcoming First Hurdles

Natural breastfeeding is not always possible. Babies unable to feed at the breast for whatever reason, still need to receive the unique benefits of human milk. This presents a variety of challenges for which Medela offers a comprehensive portfolio of feeding solutions: Special Feeding Devices for individual situations and now Calmita, an innovative feeding solution designed to support the baby’s natural feeding behaviour. Calmita will become our new standard for infant feeding in the NICU and the maternity ward.

Hospital Feeding Solution

Calmita is a research-based hospital feeding solution that allows newborns to train and apply their individual and natural sucking behaviour. The integrated vacuum-controlled valve allows the infant to decide when to drink and when to pause. Milk flows when the infant reaches a certain vacuum. The neonate creates its own sucking rhythm, thereby efficiently removing just the right amount of milk at an individually suitable pace. This rhythm, as during breastfeeding, should enable maintenance of good oxygen saturation levels and a regular heart rate due to the ability to suck, swallow, pause and breathe whilst feeding. Calmita’s vacuum-controlled milk flow ensures stability and relaxed, calm feeding – even if not at the breast.

VERSIONS
Calmita is available in two versions in which the threshold levels of the vacuum-controlled valve are different. These levels reflect the infant’s oral feeding development and offer the possibility of training the feeding behaviour of the neonate in such a way that an incremental build-up of skills can be achieved. Depending on the capacity of the neonate to generate intraradial vacuum, the suitable Calmita version should be used.

- Ready-to-Use
- Single-use, disposable product
- Vacuum-controlled valve allows neonates to control the milk flow
- Two versions reflecting the infant’s oral feeding development

Conventional Hospital Teat

DISPOSABLE HOSPITAL TEAT
- Small flow for preterm babies
- Medium flow for term babies
- Single-use only

REUSABLE HOSPITAL TEAT
- Small flow for preterm babies
- Medium flow for term babies
- Suitable for autoclaving
Special Feeding Devices

**SPECIALNEEDS® FEEDER**
- Supports infants with cleft lip/palate
- Helps when suck vacuum is not sufficient
- Supports infants with neurological impairment
- Variable flow rate to suit the infants’ abilities
- Sensitive to the weakest feeding effort
- One-way valve prevents air from entering the teat
- Available in two sizes

**SOFTCUP™ ADVANCED CUP FEEDER**
- To offer small amounts of supplement
- Gentle cup feeding
- Control valve and self-filling reservoir for more feeding control
- Special design prevents spillage of breastmilk
- Contoured to fit even the smallest mouth
- Made of soft, pliable silicone

**BABY CUP**
- For small supplements
- To give medication
- Feeding lip for greater control while feeding
- Graduated marking

**SUPPLEMENTAL NURSING SYSTEM (SNS)**
- Enables breastfeeding when it would otherwise not be possible
- Helps to stimulate mother’s milk supply
- For infants with a weak suck or the inability to maintain vacuum
- To feed adopted infants at the breast
- Contact between mother and infant is maintained

**FINGERFEEDER**
- Exact control of small amounts
- Nutritive suck training
- To give medication and small supplements
- Small amounts of breastmilk can be given to the infant
- Needs to be attached to a syringe
- Soft silicone tip
Starting breastfeeding often needs a little extra support. Medela’s Breast Care products give mothers gentle and practical comfort to overcome these challenges.

HYDROGEL PADS
Sterile & individually wrapped
- Instant relief for sore and cracked nipples
- Dermatologically tested, sterile and individually wrapped
- Moist wound care

PURELAN™
100% pure lanolin without additives
- Very soothing and prevents the nipple skin from drying
- No need to remove before breastfeeding

CONTACT™ NIPPLE SHIELDS
Single-user product
- Protect sore or cracked nipples during breastfeeding
- Special shape to ensure skin to skin contact
- 3 different sizes (S, M, L)
- Convenient box

### Everything for Breast Care

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**Key**
- essential
- beneficial
DISPOSABLE NURSING PADS
Single-use product
- Super absorbent and discreet
- Soft lining for comfortable feeling on skin
- Contoured shape for discretion

MILK COLLECTION SHELLS
Single-user product
- Can be worn under the bra
- Soft, flexible silicone membrane
- Spout for convenient and clean milk disposal
Blue Light for a Healthy Start in Life
A newborn baby with hyperbilirubinemia needs more than just phototherapy – it particularly needs to be close to its mother. The BiliBed therapy system developed by Medela enables mothers and babies to be together also during the night and thus frees staff for other duties.
Expertise Brought to You

Leading services in education are key to go along with our most advanced breast-pumps. In the last 10 years, Medela has invested a significant share of its profits into breastfeeding research. We want to make these research findings easily accessible to professionals. Therefore Medela offers educational material and breastfeeding trainings to convey this knowledge to lactation consultants and healthcare professionals to provide support in every-day practice.

BREAST ANATOMY
Poster and CD
- Background information on 297 x 420cm about the lactating breast
- Multimedia information for professionals

INFANT SUCKING
Poster and DVD
- Background information on 297 x 420cm about the science of infant sucking
- Scientific presentation of milk removal
- Multimedia information for professionals

STUDY ABSTRACT PAPERS
- General background information about the value of human milk, focusing on preterm babies, simultaneous breast expression combined with modern pumping technology, warming and thawing of human milk, feeding expressed breastmilk and feeding challenges in the NICU
Further Solutions after Discharge

When mothers leave the well-protected professional hospital environment and step into the outside world, into their new life with their baby, they continue to rely on professional support – making breastfeeding as safe and as easy as possible. Medela has a broad range of breastpumps and breastfeeding accessories for home use and offers a full range of products to pump, feed, store and manage breastmilk. The unique research-based products help mothers to feed breastmilk to their baby. The Medela breastpumps, breast care products and accessories can be bought in pharmacies or shops selling baby goods. More information: www.medela.com

FREESTYLE®
One of the world’s smallest double electric breastpumps
- Research-based 2-Phase Expression Technology
- Double pumping helps establish and maintain milk supply
- Saves precious time

HARMONY™
Manual breastpump with research-based 2-Phase Expression Technology
- Feels like a baby
- Most convenient and comfortable
- Ideal for occasional pumping
- Small, compact, easy to use

CALMA
Breastmilk Feeding Solution
- Helps babies to maintain their natural feeding behaviour as learned at the breast
- Babies can drink, breathe and pause regularly
- Supports an easy transition from the breast to Calma and back

QUICK CLEAN MICROWAVE BAG
To clean breastfeeding accessories
- Disinfection takes just three minutes
- Steam cleaning kills 99.9% of germs and bacteria
- Easy to use – Disinfect in just three easy steps

PUMP & SAVE™ BREASTMILK BAGS
Simple storage
- Bags to collect breastmilk
- Space-saving in fridge or freezer
- Separated labelling area

CITYSTYLE™ AND COOLER BAG
To transport breastmilk
- Bag for hygienic and discreet transport of breastmilk and breastpumps
- Keeps the expressed breastmilk cool
Medela’s Breastfeeding Group exists to enhance mother and baby’s health through the life-giving benefits of breastmilk.