

PRESS RELEASE

SAVE THE DATE:

**12th International Breastfeeding and Lactation Symposium
April 7-8, 2017, Florence, Italy**

Breast milk breakthroughs: Breast milk components proven to kill over 40 kinds of cancer

Baar/Bologna, 17 February 2017. Breast milk components can kill cancer cells? This and other revolutionary research in breastfeeding and human milk will be explored in depth, as nine of the most renowned international researchers convene in Florence, Italy, April 7-8, 2017, for the 12th International Breastfeeding and Lactation Symposium. Why is nutrition only the tip of the iceberg where breast milk is concerned? What kind of impact does breastfeeding have on facial structure development? How does parental contact in the neonatal intensive care unit save lives and lay the foundation for lifelong social health? Certified healthcare professionals, international NGO leaders, and media are invited to be the first to hear the answers to these questions and more.

The possibility of killing cancer cells, from the laboratory to the infant's stomach, is one of the most promising developments in human milk research this year. Oleic acid (the same fat in olive oil and human milk) and α -Lactalbumin (also in human milk) combine to form a complex proven to kill over 40 different kinds of lymphoma and carcinoma cells in the laboratory, including brain tumours, bladder cancer, colon cancer and skin growths. Indications are that when breast milk reaches the lining of the infant stomach, HAMLET forms, potentially conferring a degree of protection on the breastfed infant. Catharina Svanborg, MD, PhD, award-winning Professor of Clinical Immunology at Lund University, Sweden and Fellow of the Royal Swedish Academy of Science, presents the cancer prevention potential of breastfeeding, and explores the hope HAMLET may even offer to adult cancer victims.

"Who would have thought that breast milk had the potential to kill cancer cells? That is only one of the discoveries likely to astonish this year's expert audience. We are on the cusp of a golden age for research in human milk. It is an infinitely complex fluid, and intensive, multidisciplinary studies, utilising cutting-edge techniques, have only been employed in this field the past decade." explains Dr. Leon Mitoulas, Scientific Director of the symposium.

"This year's symposium offers a wealth of new insights into the vast spectrum of human milk components, and it illuminates how much greater the impact of breastfeeding and breast milk feeding is for infants than we previously imagined. Bringing the latest findings to practicing doctors, nurses, and midwives arms them with advanced knowledge and methods that have the potential to save lives in critical cases, and to give infants everywhere the best chance of long, healthy lives. Beyond that, the exchange of cutting-edge research stimulates new ideas and the next frontier of discoveries and human milk advocacy."

Registration for healthcare professionals

Healthcare professionals can register for the symposium and find detailed programme information and speaker abstracts here: www.medela-symposium.com.

Registration for journalists

Pre-symposium Media Conference, 7 April. Journalists are offered an early opportunity to speak to all nine speakers at the media breakfast. Then, at the media conference, an overview of each speaker's academic presentation will be offered, followed by a Q&A.

9:30am - 10:25am	Media breakfast
10:30am - 11:30am	Media conference with webcast

Journalists may register to participate in the media breakfast and conference, the full symposium programme, or for remote live access to the media conference and two speaker focus sessions:

<https://www.medela.com/breastfeeding-professionals/news-events/congress-2017/media-registration>

About Medela

Founded in 1961 by Olle Larsson and headquartered in Switzerland, Medela today is led by his son Michael Larsson. Medela concentrates on two business units: "Human Milk", the leader in the development and production of breast milk feeding products and solutions, and "Healthcare", which engineers and manufactures highly innovative medical vacuum technology solutions. Medela conducts basic research in partnership with leading scientists, medical professionals and universities, and uses the research results in the development of its breastfeeding products and solutions. Medela has 18 subsidiaries in Europe, North America and Asia, and together with independent partners distributes its products in more than 100 countries. The company employs more than 1,800 staff worldwide, 440 of whom are located in the Canton of Zug, Switzerland.

Contact:

Olivia Coker-Decker
Corporate Communications Specialist
Medela AG
Lättichstrasse 4b
6340 Baar, Switzerland
Email: olivia.coker-decker@medela.ch
Phone: +41 41 562 13 67
Mobile: +41 79 109 94 69

Contact for Italy:

Marina Martucci
Retail & Professional Marketing Manager
Medela Italia Srl
Via Turrini, 13/15
40012 Calderara di Reno (BO), Italy
Email: marina.martucci@medela.it
Phone: + 39 051 72 76 88
Mobile: + 39 338 64 70 861

Journalist service:

Simona Storchi
Senior International Press Office
MEC Partners
Piazza della Mercanzia, 2
40125 Bologna, Italy
Email: simona.storchi@mec-partners.net
Mobile + 39 333 211 44 86

PRESS RELEASE

12th International Breastfeeding and Lactation Symposium

April 7-8, 2017, Florence, Italy

Myth or fact? Do you know the truth about human milk?

Baar/Bologna, 14 March 2017. Could new information change the way we approach breastfeeding and infant feeding in the hospital, in the neonatal ward, at work, and in public? Could deeper insights into the value of human milk and breastfeeding inspire health system and policy changes? April 7-8, in Florence, Italy, the 12th International Breastfeeding and Lactation Symposium brings together a stellar congress of the world's leading researchers in human milk and breastfeeding, to present compelling new evidence of the vital role human milk plays in helping children, mothers, families and society to flourish. Myth or fact? Find out what you knew already, what you didn't know, and what is yet to be unveiled at this year's symposium.

Myth or fact? The truth about human milk

1. Globally, 80% of babies are exclusively breastfed for the first six months of life.

MYTH. Only 40% of infants are exclusively breastfedⁱ, largely because lactation support is not available during the crucial first hours after birth. At the symposium, Dr. Diane Spatz presents proven strategies for improving human milk and breastfeeding rates, tailored for low, medium, and high resource settings.

2. Through Holder pasteurization, donor milk is gently treated, so that the milk preserves all of its vital bioactive properties.

MYTH. Holder pasteurization heats the milk at 62.5°C for 30 minutes, destroying numerous nutritional and bioactive properties in human milkⁱⁱ. Donor milk expert Dr. Guido Moro describes an alternative method of pasteurization, which could help to preserve the power of human milk.

3. Human milk and cow's milk have approximately the same numbers of oligosaccharides (sugars).

MYTH. To date, scientists have identified approximately 40 cow's milk oligosaccharidesⁱⁱⁱ, and over 200 human milk oligosaccharides (HMOs)^{iv}. HMOs serve as prebiotics, boosting infant digestion, destroying harmful intestinal bacteria, and activating the infant's immune system^v. At the symposium, Dr. Katie Hinde will disclose dramatic differences between the milk from different mammals.

4. Human milk is only a source of nutrition for the growing infant. Infant formula easily replaces it with the same ingredients.

MYTH. Human milk delivers not only nutrition but also complex, bioactive components that help the infant to grow and develop. Only a fraction of these components exist in formula.^{vi} Symposium speaker Dr. Bo Lönnerdal explains that human milk proteins, in particular, have unique bioactive properties that drive and support infant development.

5. The craniofacial structure of tiny preterm infants is soft, and they are not developed enough to latch onto the breast, so forcing them to try to breastfeed can result in a permanent malformation of the craniofacial structure.

MYTH. Helping a tiny preterm infant to gradually develop the vacuum strength and suck-swallow-breathe coordination to breastfeed can help their craniofacial structure develop along a more normal and healthy trajectory^{vii}. Symposium speaker Dr. Donna Geddes describes the powerful beneficial impact breastfeeding can have on preterm infant brain and craniofacial development.

6. Sudden infant collapse in the first hours and days after delivery has been cited as a reason for delaying skin-to-skin contact between mothers and newborns in the maternity ward and neonatal ward.

FACT. Skin-to-skin, mother-to-infant contact in the first two hours of life is crucial to helping infants to bond, develop and thrive.^{viii} Dr. Riccardo Davanzo shares his protocol for ensuring that mothers and infants are supported and supervised for safe skin-to-skin contact.

7. Breastfeeding could prevent as many as 25,000 children from dying of cancer each year.

FACT. Nearly 100,000 children under 15 die of cancer each year. 40% of cancers in those children are leukaemia or lymphoma, and breastfeeding can reduce the risk of those two childhood cancers by 64%.^{ix} Breastmilk is also associated with dramatic reductions in breast cancer risk for breastfeeding mothers.^x Symposium speaker Dr. Catharina Svanborg has devoted 15 years of research to discovering the cancer-fighting properties in human milk provided by a unique complex HAMLET. Could HAMLET be playing a role in human milk's protection against 40 forms of cancer?

8. Many traditional neonatal infant growth standards are still based on formula-fed infants, who grow differently than infants who received human milk.

FACT. Human milk-fed infant do grow differently compared to formula-fed infants.^{xi} Symposium speaker Dr. Luigi Corvaglia explains why new neonatal growth and development metrics should be based on human milk feeding, rather than formula feeding.

9. Parents of infants in the neonatal ward are frequently prevented from visiting their preterm newborns. This results in lower breastfeeding rates, poorer infant outcomes, and parental insecurity in caring for the infant at home.^{xii}

FACT. Making parental contact and care part of the neonatal program teaches parents how to better care for their vulnerable babies. Symposium scientist Dr. Shoo Lee shares the Family Integrated Care Model, proven in three countries to result in higher breastfeeding rates, better infant outcomes, and less stress and worry for parents.

10. The UK could save £30.1 million in direct healthcare costs each year, by feeding human milk to each annual preterm newborn population.^{xiii}

FACT. Although only 10% of the annual newborn population is born preterm^{xiv}, hospital treatment of preterm infants accounts for 50% of all newborn healthcare costs globally^{xv}. "The health economic value of feeding human milk to the preterm infant" symposium display proves how great the benefits of feeding human milk to preterm infants are for national health and economies.

What was new? What does it mean for the welfare of infants, mothers, and society? Come to the symposium to learn much more from the world's leading experts. Find out what human milk really means for the world.

Registration for journalists:

Pre-symposium Media Conference, Friday, 7 April, 10:30-11:30 am. Journalists are invited to participate in the entire conference, and to interview all nine speakers, or journalists can just attend the media conference, where an overview of each speaker's academic presentation will be offered, followed by a Q&A.

Register for the full program, for the media conference only, and/or for online access to special media focus sessions: www.medela.com/mediaregistration

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Contact:

Olivia Coker-Decker
Corporate Communications Specialist
Medela AG
Lättichstrasse 4b
6340 Baar, Switzerland
Email: olivia.coker-decker@medela.ch
Phone: +41 41 562 13 67
Mobile: +41 79 109 94 69

Contact for Italy:

Marketing Department
Medela Italia Srl a socio unico
Via Turrini, 13/15
40012 Calderara di Reno (BO), Italy
Email: marketing@medela.it
Telefono: + 39 051 72 76 88

Journalist service:

Simona Storchi
Senior International Press Office
MEC Partners
Piazza della Mercanzia, 2
40125 Bologna, Italy
Email: simona.storchi@mec-partners.net
Mobile + 39 333 211 44 86

ⁱ https://www.unicef.org/nutrition/files/Breastfeeding_Avocacy_Initiative_Two_Pager-2015.pdf

ⁱⁱ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4997390/>

ⁱⁱⁱ <http://advances.nutrition.org/content/2/3/284.full>

^{iv} <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3983013/>

^v <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3406618/>

^{vi} <https://www.ncbi.nlm.nih.gov/pubmed/24452231>

^{vii} <http://bit.ly/Geddesabstractmedsymp2017>

^{viii} <http://bit.ly/Davanzoabstractmedsymp2017>

^{ix} <http://jamanetwork.com/journals/jamapediatrics/fullarticle/2299705>

^x [http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(02\)09454-0/abstract](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(02)09454-0/abstract)

^{xi} <http://bit.ly/Corvagliaabstractmedsymp2017>

^{xii} https://www.medela.com/dam/medela-com/breastfeeding-professional/documents/general/symposium2017/lee_shoo.pdf.pdf?uuid=jcr:d020e435-5bd0-4459-bf0a-4d82ab310398

^{xiii} <https://healtheconomicsreview.springeropen.com/articles/10.1186/s13561-016-0136-0>

^{xiv} <http://www.who.int/mediacentre/factsheets/fs363/en/>

^{xv} <https://www.ncbi.nlm.nih.gov/pubmed/17606536>

PRESS RELEASE

12th International Breastfeeding and Lactation Symposium

April 7-8, 2017, Florence, Italy

New pasteurization method will increase the critical value of breast milk at milk banks

Baar/Bologna, 28 March 2017. Breast milk plays a critical role in supporting the vulnerable premature infant's immune system, growth, and long-term cognitive development. April 7-8, at the International Breastfeeding and Lactation Symposium in Florence, Prof. Guido Moro unveils an innovation in donor milk pasteurization which will ensure that premature infants get more of the unique ingredients they need to survive and thrive.

Even the Pope recognizes the importance of breastfeeding. Public incidents, from Pope Francis encouraging mothers to go ahead and breastfeed their crying, hungry infants in the Sistine Chapel, to the breastfeeding mother who was asked to leave a national museum, have shined a media spotlight on the breastfeeding rights of women and infants, pushing this issue to the front of social and political agenda in countries around the world.

The unmatched benefits of fresh mother's milk have inspired Prof. Guido Moro to dedicate decades of his career to the establishment of high-quality milk banks across Italy and throughout Europe, for premature and other infants not yet able to feed directly at the breast or to get milk from their own mothers. He was the first president of the European Milk Bank Association (EMBA), and founded the Human Milk Bank of Milan, the most technologically advanced human milk bank in Italy. Because donor milk must be collected from multiple donors and stored, pasteurization is important to ensuring hygiene and safe preservation. However, traditional Holder pasteurization that involves treating the milk at 62.5°C for 30 minutes destroys numerous bioactive and nutritional ingredients, diminishing the positive effects of the milk. At the symposium, Prof. Moro will unveil his latest ground-breaking work: A new high-temperature, short-time (HTST) pasteurization method that promises to retain significantly more unique bioactive and nutritional properties of donor milk, offering greater support for struggling infants.

Breast milk plays an especially critical role in ensuring the survival and proper development of premature infants, 10% of the global population of newborns, including the most vulnerable low-birth-weight and sick infants in the neonatal ward. Breast milk delivers irreplaceable enzymes, proteins, fats, and other bioactive elements which support the premature infant's immature organs and gastrointestinal and metabolic systems. Breast milk feeding has been proven to reduce rates of serious disease, including necrotizing enterocolitis, bronchopulmonary dysplasia, retinopathy of prematurity, and numerous other conditions which jeopardize the survival of premature infants. Breast milk has even been tied to reduced rates of obesity, diabetes, and cardiovascular disease later in life. Most impressively, breast milk can have substantial, positive, long-term impact on the cognitive development of premature infants, who are at much greater risk of permanent neurological impairments than term infants.

In addition to Prof. Moro's research, Assoc. Prof. Donna Geddes will offer evidence of the positive impact of the development of sucking skills in premature infants. Assoc. Prof. Luigi Corvaglia will explain why the conventional measures for premature infant growth and development need to shift to a breast milk-based metric. The Family Integrated Care Model, a revolution in neonatal care developed by Prof. Shoo Lee, will demonstrate the power of introducing not only early breastfeeding, but also the healthcare involvement and loving interaction of mothers and fathers in the neonatal ward.

Symposium participants will be the first to learn about Prof. Catharina Svanborg's latest breakthroughs in exploiting the cancer-fighting properties in the breast milk complex HAMLET (Human Alpha-lactalbumin Made Lethal to Tumor cells), which kills over 40 cancers. Prof. Bo Lönnerdal will share new proof of the bioactive

power of breast milk proteins, which serve as far more than nutrition, and uniquely activate the infant's immune system. Assoc. Prof. Katie Hinde will offer the latest insights into the continuing evolution of lactation which parallels the evolving socioecological conditions and developmental priorities of the human species, individual mothers, and their infants.

New methods for prioritizing and standardizing breastfeeding support will also be presented. Dr. Riccardo Davanzo will introduce a hospital protocol to ensure mothers and infants can breastfeed safely in the first two hours after delivery. Prof. Diane Spatz will explain her 10-step training and standard model, designed to improve breastfeeding rates in low, medium, and high-resource settings globally.

Fittingly, the symposium plenary will open with a welcome speech by Sara Funaro, Councillor for Welfare and Health, Municipality of Florence. Later, a special address from Marianna Madia, Italian Minister of Public Administration and Simplification, will explain the importance of the new national directive guaranteeing a woman's right to breastfeed in public spaces.

Prof. Guido Moro has summed up the tone of the symposium and issued us all with a challenge: "New scientific evidence is overwhelming: the unparalleled value of mother's breast milk to premature and term infants has never been so clear. It is up to the medical community, government, and society to make the changes necessary to ensure that all infants receive optimal breast milk feeding, and that mothers and families receive the support they need to provide it."

Registration for journalists:

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Register for the full program, for the media conference only, and/or for **interactive livestream sessions**, including the media conference, and **special interviews** with **Assoc. Prof. Katie Hinde** and **Assoc. Prof Luigi Corvaglia**: www.medela.com/mediaregistration

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Contact:

Olivia Coker-Decker
Corporate Communications Specialist
Medela AG
Lättichstrasse 4b
6340 Baar, Switzerland
Email: olivia.coker-decker@medela.ch
Phone: +41 41 562 13 67
Mobile: +41 79 109 94 69

Contact for Italy:

Marketing Department
Medela Italia Srl a socio unico

Via Turrini, 13/15
40012 Calderara di Reno (BO), Italy
Email: marketing@medela.it
Telefono: + 39 051 72 76 88

Journalist service:

Simona Storchi
Senior International Press Office
MEC Partners
Piazza della Mercanzia, 2
40125 Bologna, Italy
Email: simona.storchi@mec-partners.net
Mobile + 39 333 211 44 86