



# A parenting partner from pregnancy to playground



The first 1,000 days are critical to setting the foundation for long-term health. This period is where **parents need the most support to shape the healthy development of their child.** We believe that a **healthy start leads to a healthy future.**

The WHO recommends to **start breastfeeding within 1 hour of birth and continued exclusively for 6 months** to ensure the optimal growth, development and health of babies<sup>i</sup>.



However,

only about **2/5 of infants worldwide are exclusively breastfed for their first 6 months**<sup>ii</sup>,



and

**60% of women** who breastfeed **stop earlier than they want to**

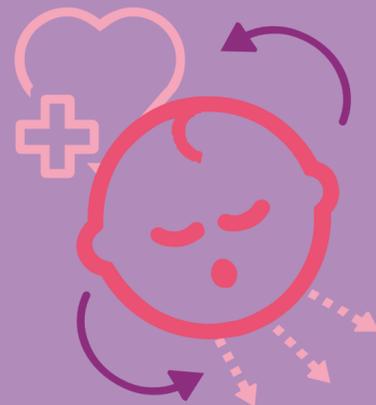
- **Some experience problems with infant sucking or latching on**, which can cause pain or discomfort during breastfeeding
- Others believe that they do **not produce enough milk**
- Some encounter **medical problems**, or choose to **return to work early**<sup>iii</sup>.



Through research and clinical studies, Philips Avent know that **understanding the physiology of breast and infant feeding is critical** to providing solutions to real issues moms and baby's face.

Recent studies show that **breastfeeding baby uses about forty muscles to coax milk from their mother's breast**, using a unique coordination of the tongue, jaw and lips<sup>iv</sup>. Suckling babies adopt an almost peristaltic tongue motion to draw the milk from the front of the mouth to the back of the throat to swallow<sup>v</sup>.

**The suck-swallow-breathe principle is an infant's natural reflex at work** that allows the baby to feed and drink continuously while regulating the flow of air (ingestion and respiration). **This natural rhythm is very important**, for well-paced and comfortable drinking to avoid gagging, spitting and coughing.



<sup>i</sup> WHO. 01 August 2013. Available at: <http://www.euro.who.int/en/health-topics/disease-prevention/nutrition/news/news/2013/08/breastfeeding-mothers-need-peer-counselling> (accessed Feb 2017)

<sup>ii</sup> UNICEF, October 2016. WHO. 01 August 2013. Available at: <http://www.euro.who.int/en/health-topics/disease-prevention/nutrition/news/news/2013/08/breastfeeding-mothers-need-peer-counselling> (accessed Feb 2017)

<sup>iii</sup> UNICEF, October 2016. WHO. 01 August 2013. Available at: <http://www.euro.who.int/en/health-topics/disease-prevention/nutrition/news/news/2013/08/breastfeeding-mothers-need-peer-counselling> (accessed Feb 2017) De Jager M, et al. Barriers to Breastfeeding – A Global Survey on Why Women Start and Stop Breastfeeding. Eur Obstet Gyn Suppl 2012:25–30

<sup>iv</sup> Walker, M. (2017). Breastfeeding management for the clinician: using the evidence. Burlington, MA: Jones & Bartlett Learning.

<sup>v</sup> Burton, P., Deng, J., McDonald, D., & Fewtrell, M. S. (2013). Real-time 3D ultrasound imaging of infant tongue movements during breast-feeding. Early Human Development, 89(9), 635–641. doi:10.1016/j.earlhumdev.2013.04.009

