



Why Breastfeed?

Breastfeeding is as old as the hills. It is tried and true. It is, hands down, one of Nature's greatest inventions. But inquiring minds want to know: What exactly makes this practice so compelling? Why should I go to the trouble? Will my baby be able to tell the difference? Aaaah. Let us fill in the blanks.

Breastfeeding Benefits for Parent and Child

For Baby

- ✓ Provides naturally organic nourishment
- ✓ Automatically adapts to baby's changing needs
- ✓ Immunizes and protects against infections
- ✓ Stimulates gut flora and improves feeding tolerance
- ✓ Promotes brain development and visual activity
- ✓ Contains essential fatty acids DHA and ARA
- ✓ Increases Intelligence Quotient (IQ)

Reduces the risk of:

- ✓ Childhood obesity
- ✓ Diabetes
- ✓ Ulcerative colitis
- ✓ Crohns disease
- ✓ Respiratory and ear infections
- ✓ Diarrhea

For Mom

- ✓ Accelerates post-pregnancy weight loss
- ✓ Provides 24/7 feeding readiness
- ✓ Imparts feelings of tranquility
- ✓ Delays postpartum onset of menstrual cycle

Reduces the risk of:

- ✓ Breast cancer
- ✓ Ovarian cancer
- ✓ Osteoporosis
- ✓ Atherosclerosis

