

FOR HEALTHCARE PROFESSIONALS

BREASTFEEDING

# Soothies® Cooling Gel Pads





Instant cooling relief from cracked, painful nipples



Safe, absorbent and reusable for up to 72 hours, in between feeds.



Cotton soft fabric backing forms protective barrier to help prevent sensitive nipples from rubbing & irritation

**NEW** Lansinoh Soothies® Cooling Gel Pads help soothe and protect cracked nipples between feeds. These innovative hydrogel pads offer instant cooling relief for when breastfeeding mothers are experiencing nipple damage and need more than a nipple cream to help soothe soreness.

- Based on trusted Hydrogel technologies used extensively in wound care for over 60 years
- Offers immediate cooling relief for sore, cracked and painful nipples
- · Creates a protective barrier to support natural healing
- Minimizes friction from clothing soft, gentle, flexible & discreet
- Extra cooling relief when stored in the fridge
- Pads are safe, absorbent and made from a vegetable-based (vegan) glycerin
- Class 1 medical device

\*Multi-Outlet Circana L52 weeks ending 12/03/2023, Dollar sales

## Soothies® Gel Pads for Cracked, Painful Nipples

The skin's outer layer, the epidermis, comprises various layers, with the top being the stratum corneum. Nipple dryness or chapping can result from moisture barrier loss in the stratum corneum due to friction and wet-dry conditions. Breastfeeding exposes nipples to repeated trauma from suckling, mother's skin flora and infant's oral flora. These factors result in repeated cycles of damage.<sup>1</sup>

Hydrogel

Prevents water loss from wound & donates hydration

Fibroblasts proliferating

Subcutaneous fat

Blood vessel

#### THE PROPERTIES OF HYDROGEL

Hydrogel technologies are widely employed and recognized as the standard treatment for wound care management. Hydrogels are three-dimensional networks of hydrophilic polymers that have a high-water content, low toxicity, and the ability to optimize the environment to support natural healing.<sup>2</sup> These materials have a unique ability to absorb and retain water, providing cooling and soothing effects.

#### ADVANCED NIPPLE CARE DURING BREASTFEEDING

Soothies® Cooling Gel Pads provide instant cooling relief upon application, helping to alleviate discomfort and support natural healing. The gel pads create a protective barrier between the nipple and clothing, reducing friction and further irritation. Designed to conform to the shape of the breast, these pads can be lifted gently from the skin without causing discomfort between feeds. They offer a comfortable experience and can be conveniently reused after refrigeration for enhanced cooling. With Soothies®, breastfeeding mothers can find relief, enabling them to continue nursing with comfort and confidence.



#### Comparing the Use of Hydrogel Dressings to Lanolin Ointment With Lactating Mothers (2003)3

Design: Multi-centered, prospective, randomized controlled clinical trial

Participants: 106 lactating mothers. 18 years +. Vaginal deliveries, no prior breastfeeding experience.

**Setting:** Conducted at the University of Alabama Medical Center at Birmingham and Northeast Health System in Beverly, Massachusetts (USA).

**Interventions:** Randomized to lanolin ointment or hydrogel dressings groups with specific instructions. Breastfeeding education was provided by a board-certified lactation consultant.

Main Outcome Measures: Pain intensity assessed using a numeric pain intensity scale and verbal descriptor scale over 12 study days. Self-reported skin assessments of breasts, nipples, and areolae collected. Breastfeeding duration determined via follow-up telephone call at 2 months.

**Results:** Hydrogel dressings reduced pain significantly, leading to earlier treatment discontinuation, suggesting a safe, effective solution when managing painful nipples with lactating mothers.



Natural remedy for tender nipples & dry skin



Soothes & protects sore and cracked nipples



Instant, cooling relief for cracked and painful nipples

Light formula, easy to apply
Gentle on tender nipples
Helps moisturise & restore natural softness

Thick, protective barrier

Soothes sore and cracked nipples

Replenishes skin helping restore its natural function<sup>4</sup>

Instant cooling relief for painful nipples

 Soothes and protects cracked nipples to allow natural healing. Protects from rubbing & irritation

Reuse for up to 72 hours

### REFERENCES

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