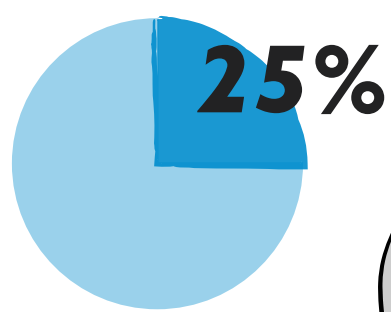


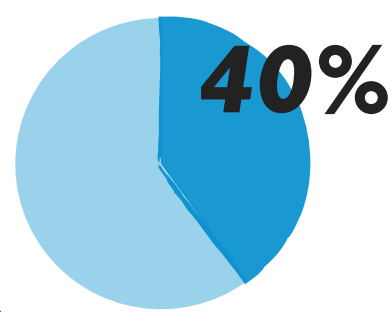
Helping mothers breastfeed for longer

When possible, breastfeeding is always best for babies. But it's not always easy for moms. A lot of women stop breastfeeding:

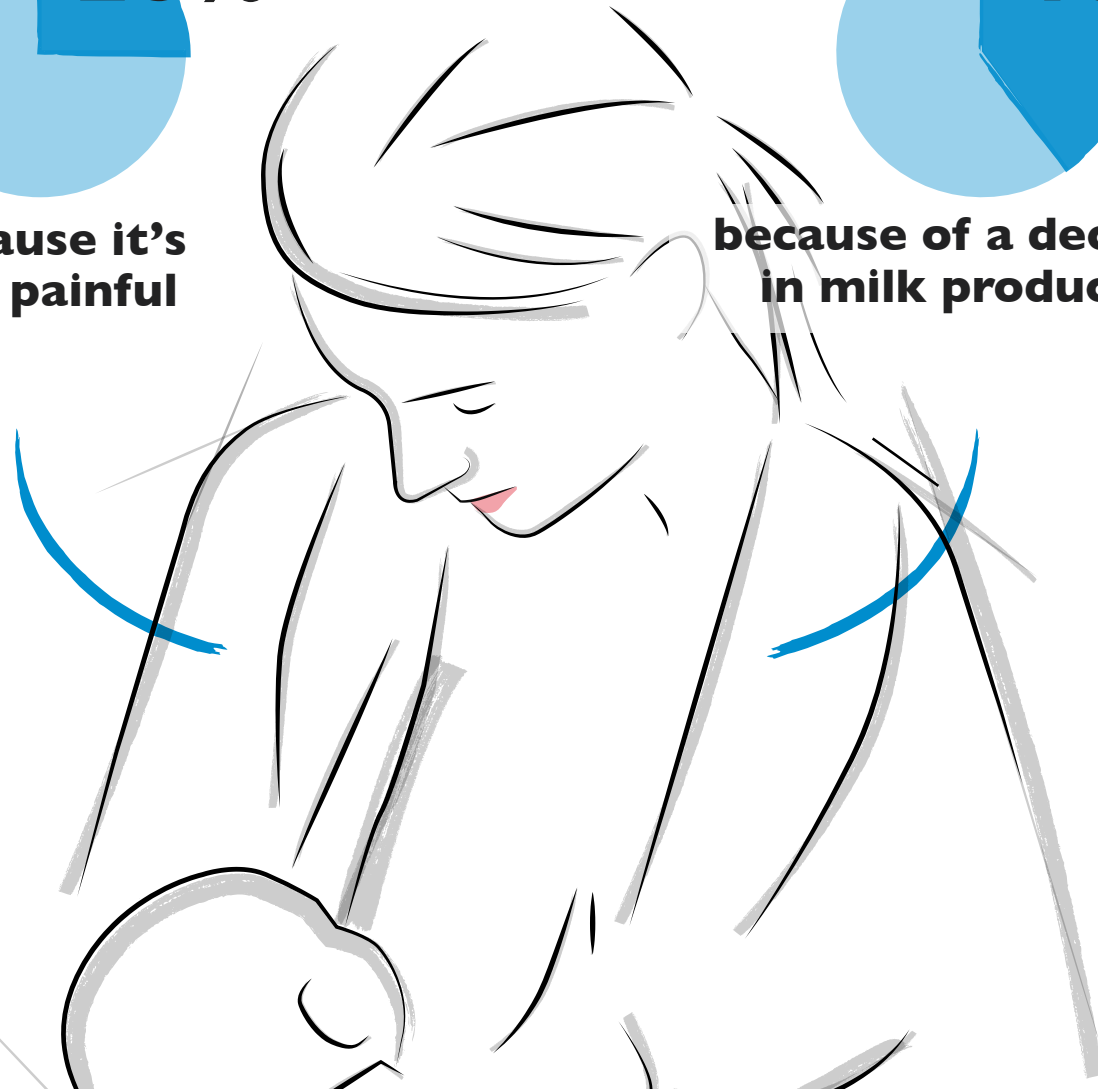
An innovative team of people researchers, scientists, designers and engineers, inspired by insights from child-care specialists and new moms across three continents, did research on all of these aspects.



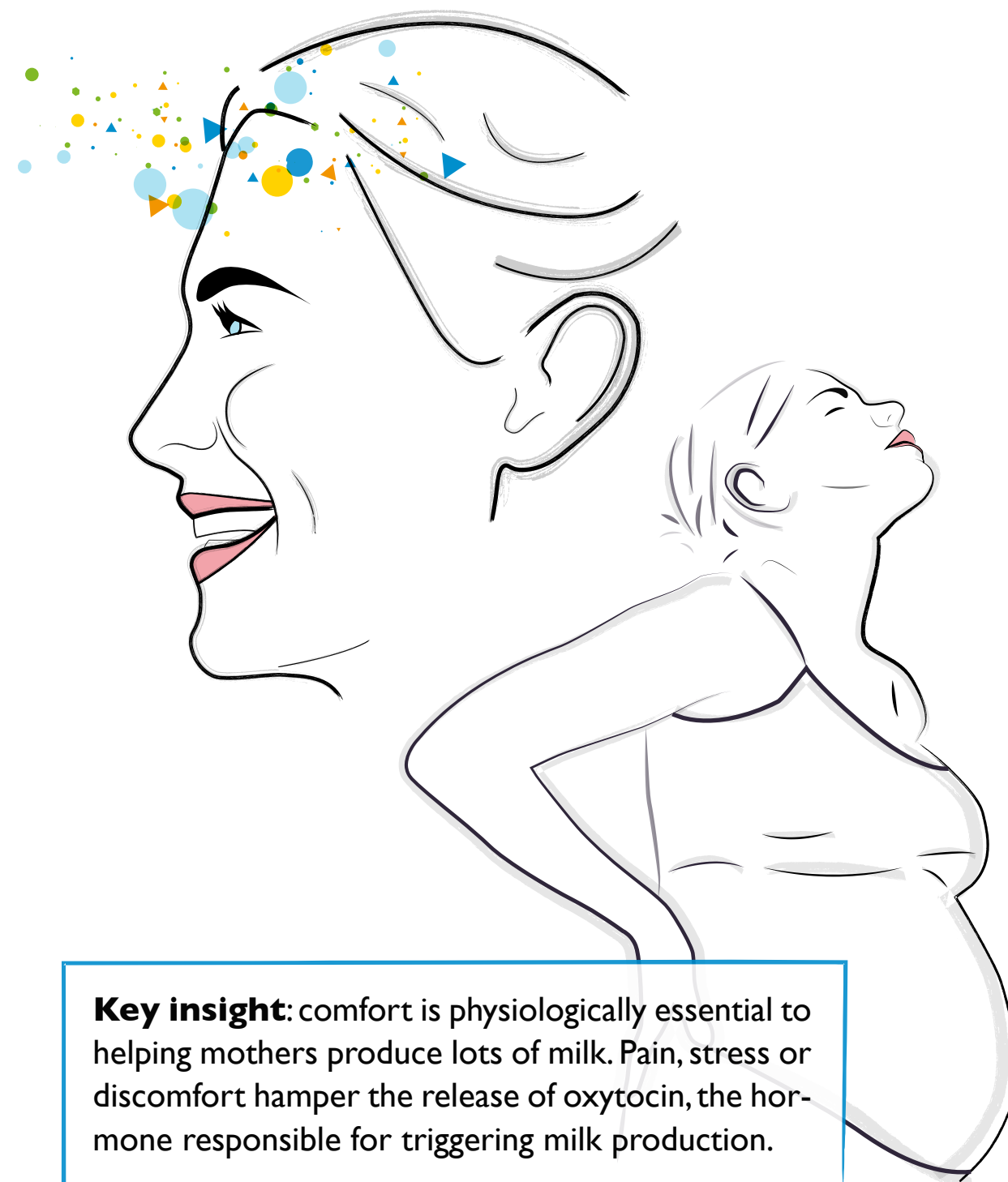
because it's too painful



because of a decrease in milk production



Using a breast pump to express milk can make it easier for mothers to continue breastfeeding, but Philips found that the moms they talked to thought pumps were too 'cold' and mechanical, and forced them to lean forward to make sure the milk flows down into the bottle.



Key insight: comfort is physiologically essential to helping mothers produce lots of milk. Pain, stress or discomfort hamper the release of oxytocin, the hormone responsible for triggering milk production.

A breast pump feels too mechanical.

Solution – Redesign the breast pump in a more feminine way, that is comfortable to use, and is easy to store and transport. And because we understand how babies suckle, the soft silicone cushions feature five oval petals that gently massage the areas around the nipple to stimulate more milk.

A breast pump feels too 'cold'.

Solution - Change the texture of the cushioned silicone funnel that cups the breast, giving it a silky feel that is warm and gentle against the skin.

A breast pump requires women to lean forward to ensure that milk flows down into the bottle.

Solution - Improve comfort by reshaping the pump to make it possible for moms to sit back in a more relaxing position to express milk, and devising a new handle for the manual pump, angled more ergonomically to keep the working hand straighter.



Complementing the AVENT breast pump – a best-in-class bottle



Babies suckling at the breast cause the nipple to elongate in a rhythmic way ('peristaltic suckling')

Solution - The team created a teat to stretch in the same way.

Create a more natural breast-like shape

Solution - the designers made the teat much wider at the base.

Prevent babies swallowing too much air when they are feeding

Solution - the new teat has an 'anti-colic' twin-valve system that allows the air to vent into the bottle rather than the baby's stomach.