

The right support from day one

Here are some of the best ways to soothe and protect your nipples so you're able to comfortably breastfeed

- Ask for help with positioning and latching
- Place expressed breast milk on your nipples
- Soothe your nipples after feeds with nipple cream
- Prevent chafing in between feeds with breast shells
- Absorb any leaking breastmilk and keep your clothes dry by using silky soft breast pads
- Protect sore nipples with nipple protectors during feeding
- Cool down and warm up your breasts with thermo pads before and after feeds
- Encourage milk flow before your baby begins feeding, or if your nipples are sore, by expressing milk

Ask for help

If the pain continues, you notice cracks or blisters, or you simply have more questions, don't hesitate to reach out to your healthcare professional.

If you're experiencing sore nipples, you can usually still continue to breastfeed

Your breastfeeding solutions

Meet Philips Avent breastfeeding solutions that helps soothe and protect your nipples, so you can breastfeed for longer

Breast milk expression



Comfort breast pump range

To support milk expression, protect the nipple and allow for healing

Breast care



Nipple cream

Soothes nipples



Breast shell set

Applies constant pressure for relief



Nipple protectors

Shields sore nipples during feeding



2-in-1 thermopads

Cools and warms your breasts



Breast pads

Absorbs leaking breast milk



Niplette

Clinically proven¹ to correct inverted nipples

Learn more about Philips Avent Breastfeeding solutions:
philips.co.uk/c-m-mo/breast-pumps-and-care

1. Mr D McGeorge FRCS(Plast). British Journal of Plastic Surgery (1994)
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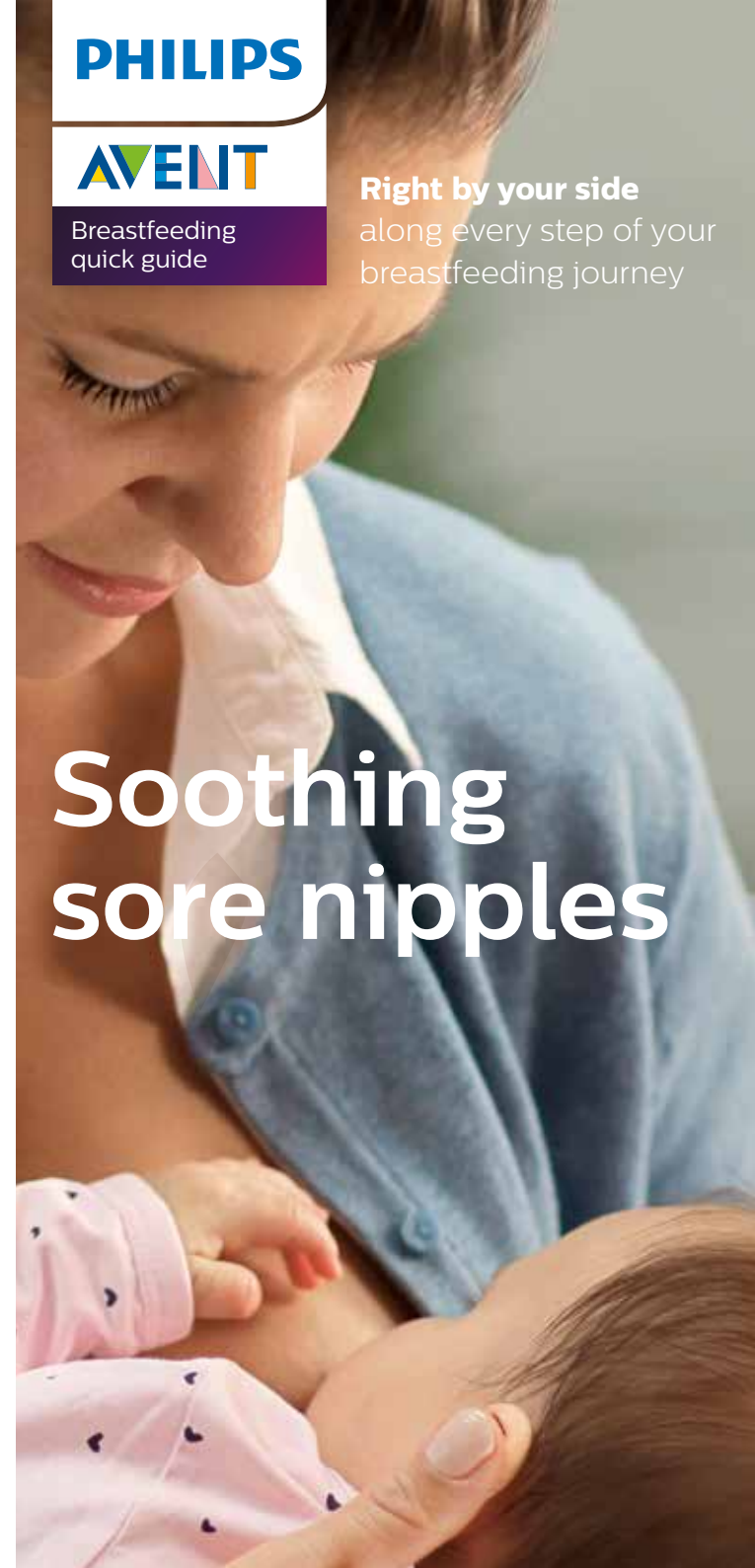
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Breastfeeding quick guide

Right by your side
along every step of your breastfeeding journey

Soothing sore nipples



Breastfeeding may be natural, but it can also be difficult...

Every woman experiences breastfeeding a little differently. It's normal to feel a little discomfort when your baby first latches on, and while you're trying to establish breastfeeding. That said, if you're feeling pain for all or most of a feed it's best to ask for help from a healthcare professional.

Timing also really counts when you're breastfeeding. Sore nipples can quickly develop into cracked or bleeding nipples and prevent you from breastfeeding long-term.



Professional tip

"If you experience pain when breastfeeding, ask for help straight away - it can be tricky to get started. The sooner you ask for help, the more likely it is that you will be able to get over any early hurdles and enjoy breastfeeding for longer."

Vicki Scott Midwife and breastfeeding advisor



Behind the scenes

Here are the key reasons that can cause prolonged nipple pain when you're breastfeeding

Shallow latch

Sometimes, your baby might not have enough breast tissue in their mouth as they feed. This means that they're sucking on your nipple and causing pain.

Inverted nipples

Up to 10% of women have inverted or flat nipples, which can make initiating and establishing breastfeeding a little more difficult than usual.

Mastitis and thrush

Some mums also experience infections such as mastitis or thrush when they breastfeed.

Tongue-tie

Tongue-tie is where the strip of skin connecting your baby's tongue to the floor of their mouth is shorter than usual. This can make latching difficult.

Finding support

Got more questions? Your healthcare professional is the best person to give you guidance.

When you understand the reasons behind sore nipples, you'll be better able to support yourself when your baby arrives

Prepare yourself for success

It's possible to take small, important steps before your baby is born to help you successfully breastfeed

1

Get a breast check

Have a healthcare professional perform a breast check in your regular prenatal checkup to see how your breasts are developed so you'll know of any adjustments you may need to make when you begin breastfeeding. This could help prevent latch-on difficulties when breastfeeding.

2

Make a breastfeeding goal

Breastfeeding is a beautiful experience, but it's not always easy. Having a breastfeeding goal can help you stay on track when you're experiencing more challenging moments, such as nipple pain.

3

Create a feeding plan

Making a feeding plan before your baby is born allows you to think about the kind of support you'll need in advance. It's also a chance to think about what you'll do if things don't go smoothly. For instance, if you experience nipple pain, you might like to express milk with a breast pump or have nipple cream on hand so you can give yourself comfort right away.

Professional tips for relieving engorgement

Here's how to manage engorgement while you're initiating and establishing breastfeeding

- Use thermo pads inside your bra for up to 30 minutes after feeds
- Gently massage your breasts to stimulate milk flow
- Express milk by hand or with a pump if you miss a feed or need to be away from your baby
- Protect your nipples with nipple cream and use nipple protectors during a feed
- Apply slight, constant pressure to to relieve breasts by wearing breast shells

Ask for help

Know that a little discomfort when breastfeeding is normal, but any strong or ongoing discomfort, and signs of fever, should be addressed immediately. The best person to reach out to is your healthcare professional.

Sometimes, you'll need to take extra steps to support yourself and provide relief

Your breastfeeding solutions

Meet Philips Avent solutions that help you prevent and relieve engorgement, so you can breastfeed for longer

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Relieving engorgement

Motherhood can sometimes feel like a language of its own

If you're at the beginning of your breastfeeding journey you might be experiencing engorgement, or a feeling of fullness in your breasts

So what is engorgement, exactly?

You can think of engorgement as an adjustment period your breasts go through when your milk first comes in. It's caused by a build-up of milk and other fluids in your breast tissue. Sometimes, it's caused by inflammation too.

It's generally a normal part of breastfeeding, but can become painful and sometimes lead to complications like mastitis.

The right support

The best ways to prevent and manage engorgement are to feed your baby frequently, empty each breast before offering the next, and ensure your baby has a good latch.



Professional tip

"Engorgement can happen when your milk first comes in, and at other times as your milk supply adjusts to meet your baby's needs and becomes more established. If you find it difficult or uncomfortable, your healthcare professional can help advise you on how to manage it."

Vicki Scott Midwife and breastfeeding advisor

Behind the scenes

Here's a closer look at what you can expect from engorgement during breastfeeding

What does it feel like?

Most women experience engorgement as a feeling of over fullness. Your breasts might also feel hard, heavy, swollen or lumpy.

How long does it last?

Every woman experiences engorgement a little differently. Some have mild engorgement for just a day, while others experience it for up to two weeks.

You might also experience engorgement down the track. For example, if you're weaning your baby and there's a mismatch between your milk supply and the amount of milk your baby is drinking.

Is the pain really normal?

A little discomfort when breastfeeding is normal, but any strong or ongoing discomfort, or signs of fever, should be addressed immediately. The best person to contact is your healthcare professional.



Professional tips for prevention

Although engorgement is generally normal, you can take small steps to ensure you're still able to breastfeed comfortably

1

Get a breast check

Get a breast check before your baby arrives so you'll know of any adjustments you may need to make in order to feed comfortably.

2

Breastfeed immediately after birth

Make the most of the "golden hour" after birth by breastfeeding immediately. This gives your baby a chance to latch properly before your milk comes in.

3

Feed your baby frequently

Breastfeed at least 8 times in 24 hours to prevent over fullness when your milk comes in. And empty each breast before offering the next.

4

Ensure a good latch

Ask for help from a healthcare professional if your baby isn't latching properly onto your breast