

Breastfeeding: The First 28 Days

Breastfeeding in the first 28 days of your baby's life is the most critical period to support your baby's health and establish a strong breastfeeding bond. The right nursing bra helps support those first days of breastfeeding.

In celebration of World Breastfeeding Week, Leading Lady and Loving Moments are donating more than \$350,000 in nursing bras to breastfeeding groups nationwide.



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THE POWER HOUR Breastfeeding within an hour of birth – “the power hour” – is highly recommended. Initiating breastfeeding as soon as possible establishes the breastfeeding bond for your baby’s entire infancy.

FEEDING ON DEMAND Your baby’s stomach is tiny at birth and cannot hold much milk. It is common to nurse every 2-3 hours around the clock— that’s 8-12 times daily. Babies thrive on being fed on-demand, which will also help you learn your baby’s hunger cues.

PROPER LATCH Practice makes perfect when it comes to latching on during breastfeeding. The more opportunities your baby has in the first weeks of life, the easier it will become. Proper latch is essential for a successful breastfeeding relationship.

SKIN-TO-SKIN Breastfeeding initiates skin-to-skin contact that produces warmth and emotional security. In addition, your baby’s body has the opportunity to sync with your heartbeat and find a calming rhythm.

MILK SUPPLY Initial breastfeeding yields colostrum that will sustain your baby for the first few days of life. Breastfeeding early and often encourages a mother’s milk to come in and helps establish a strong milk supply.

BONDING FOR LIFE Breastfeeding is one of the best ways for mothers and babies to bond. Through this extraordinary relationship, you will develop an emotional connection so you can meet your baby’s needs more attentively and lovingly.



IMMUNE STRENGTH The antibodies and nutrients in your breast milk are the perfect way to strengthen your baby’s immune system. Because babies are born with very little natural immune defense, your milk can be life-saving.

DIGESTIVE HEALTH Breast milk is the perfect first food for babies because it is easy to digest. Breast milk protects your baby’s digestive system from harmful microbes and helps populate it with healthy bacteria. Breastfed babies are typically less gassy and have fewer digestive issues.