

YOUR MILK
is like medicine
for your baby.

BREASTMILK
is more than just food
for your baby.
It also protects your baby
from illness.

YOUR MILK
changes to meet
your baby's needs
as he grows.

BREASTMILK
is easily digested,
reducing your baby's risk
of diarrhea
and constipation.

Your baby needs
YOUR MILK
for normal brain growth.

Reduces
your baby's risk
of becoming overweight
or obese
later in life.

BREASTMILK substitute
(formula)
does not have the protective
ingredients found
in breastmilk.

Reduces
your risk of
developing
breast cancer.

Reduces
your risk
of developing
ovarian cancer.

Releases
hormones that
relax moms.

BREASTFEEDING
your baby can help you
lose pregnancy weight.

Creates
a special bond
with your baby.

BREASTFEEDING
is better
for your health.

BREASTFEEDING
is convenient

Your baby
is more likely to
be healthier because of
BREASTFEEDING.

Always available.

Always ready
and
at the right temperature.

With practice,
you can
BREASTFEED
anywhere.

BREASTFEEDING
helps the environment
because it doesn't require
extra resources
to prepare or store.

Improves baby's
cardiovascular health.

Reduces baby's risk for SIDS.

BREASTMILK
is collected and stored
at milk banks
around the world
for sick and premature babies.

Sick and premature babies
that are fed BREASTMILK
have a much better chance
of developing well.

Helps calm
your baby or toddler.