

**YOUR MILK
IS LIKE MEDICINE
FOR YOUR BABY**



BREASTMILK
EVERY OUNCE COUNTS



BREASTMILK

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



BREASTMILK

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



BREASTMILK

protects your baby from illness such as allergies, asthma, diabetes, and certain cancers.

BREASTFEEDING
HELPS
YOUR BABY GROW



BREASTMILK
EVERY OUNCE COUNTS



Your baby needs
YOUR MILK
for normal brain growth.



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



YOUR MILK
supply will increase to meet the needs
of your growing baby.

BREASTFEEDING
IS
CONVENIENT



BREASTMILK
EVERY OUNCE COUNTS



YOUR MILK
is always available.



YOUR MILK
is always ready and at the
right temperature.



With practice,
you can **BREASTFEED**
anywhere.

**BREASTFEEDING
IS BEST
FOR EVERYONE**



BREASTMILK
EVERY OUNCE COUNTS



BREASTFEEDING

is an effortless way to calm your baby or toddler, making naptime and bedtime easier for everyone.



BREASTFEEDING

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



BREASTFEEDING

mothers miss less work because their infants are sick less often.

**BREASTFEEDING
IS BETTER
FOR YOUR HEALTH**



BREASTMILK
EVERY OUNCE COUNTS



BREASTFEEDING

can help you lose weight gained during pregnancy.



BREASTFEEDING

reduces your risk of developing breast and ovarian cancer.



BREASTFEEDING

releases a hormone that helps you feel calm and relaxed.

BREASTMILK IS BEST FOR ALL BABIES



BREASTMILK
EVERY OUNCE COUNTS



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



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



BREASTMILK substitute (formula) is made from cow's milk or soybeans and doesn't have the protective ingredients naturally found in human breastmilk.

BREASTFEEDING
IS BEST
FOR YOUR FAMILY



BREASTMILK
EVERY OUNCE COUNTS



You can read a book to another child while you **BREASTFEED** your baby, making for a special family tradition.



The physical and emotional closeness of **BREASTFEEDING** creates a special bond with your baby.



Since **BREASTFED** babies tend to be healthier, families have lower medical costs.