

## July 2009 Mavens Monthly

### Greetings, Medela Mom Mavens!

Ever wondered if an adoptive mom can breastfeed her baby? Could your nursing bra collection use a lift? Wondering how to keep your breastpump working strong?

This month, we will answer all of these questions. Plus, our contest section gives you more chances to win some of Medela's products (including the new Mid-Blue Sleep Bra).

### MMM Updates

#### Celebrate World Breastfeeding Week with Expert Answers

One of the benefits of being a Medela Mom Maven is not only sharing breastfeeding information with other moms, but also having your own breastfeeding questions answered. Join us Wednesday, August 5th at 5 p.m. (EST) or Friday, August 7th at 11:30 a.m. (EST) for a free 30-minute live chat with IBCLC Kathleen Bruce. E-mail [medela@mommavens.com](mailto:medela@mommavens.com) to RSVP and receive call-in details. Know another breastfeeding mom who may benefit from the call? Be sure to share the opportunity with her. All moms are welcome.

#### Stay Connected

Looking for ways to get to know other Mom Mavens and breastfeeding moms and stay current on Medela news? Join our official [Medela](#) Facebook page and our [Medela Moms](#) group on [Lilaguide](#). Not a Facebook or Lilaguide member yet? [Click here](#) to join Facebook, and [click here](#) to create a Lilaguide account.

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### Did You Know?

#### Medela's Growing Intimate Apparel Line

This month, Medela launched a new limited-edition [Mid-Blue fashion color for its Sleep Bra](#). The Mid-Blue Sleep Bra offers the same comfortable support that makes the original Sleep Bra a favorite among moms for nighttime nursing. The sleep bra's no-tag, wire-free design provides soft, nighttime comfort, and its breathable combed cotton and racerback style help encourage peaceful sleep. The Sleep Bra also helps keep nursing pads in place to prevent nighttime leaks and features a drawback cup for breastfeeding convenience. It will be available while supplies last wherever the Sleep Bra is sold. To locate a retailer near you visit [medela.findlocation.com](http://medela.findlocation.com). And for a chance to win a Mid-Blue Sleep Bra for yourself, check out our Contest Updates.



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**New York Daily News:** [Babies who are nursed perform better in school, study finds](#) (6/16/2009)

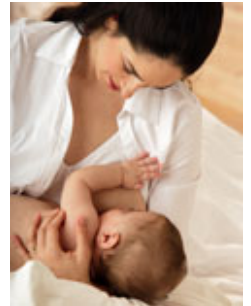
- A study from the *Journal of Human Capital* showed that siblings nursed as infants performed better in high school and were more likely to attend college than those not breastfed.

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### How to breastfeed an adopted baby

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## Expert Corner: Mark Luzbetak

May's expert **Mark Luzbetak**, lead development engineer at Medela, returns this month to answer remaining questions on breastpump design and maintenance. As a mechanical engineer, Mark has been developing products for more than 15 years. During his six years with Medela, he has worked on the launch of the Pump In Style Advanced and led the global development of the Freestyle.



### How often should I change the membranes on my breast pump?

While the valve membranes are designed to last the life of your pump, they are soft parts and thus may be susceptible to damage from cleaning and handling. To avoid any performance issues, it's best to give them a quick look when you assemble them. If you see any nicks, gouges, or tears you should replace them.

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**Children's names and ages:** Ethan; Shane, Cody and Justin (step sons)

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[«Back to July Mavens Monthly](#)

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### **Reporting Reminder**

As always, when you have a breastfeeding conversation, online or offline, be sure to let us know through our reporting form at [www.mommavens.com/reporting](http://www.mommavens.com/reporting). Remember to identify yourself as a Medela Mom Maven during these conversations.

Having a hard time remembering to report? E-mail us at [medela@mommavens.com](mailto:medela@mommavens.com) with “Weekly Reporting Reminder” in the subject line and we’ll send you a reminder every week.

### **Give Us Your Feedback**

We hope to continue to deliver newsletter content that serves your needs, and we welcome your suggestions for improvement. Please e-mail us at [medela@mommavens.com](mailto:medela@mommavens.com) with the subject line “Newsletter Feedback” to share your thoughts.



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The new Mid-Blue Sleep Bra (also offered in nude and white) joins Medela's extensive intimate apparel line, which offers superior fit and comfort for moms at home, at the office or out on the town. In addition to the Sleep Bra, the line includes:

**[The Medela Nursing Camisole](#):** The eco-friendly Medela nursing cami is made from a bamboo cotton blend that provides comfort and breathability with fast moisture absorption and natural anti-bacterial properties. Visit our Contest Updates to find out how to win a nursing cami and Freestyle breastpump.

**[The Medela Seamless Underwire Bra](#)** and **[Seamless Softcup Bra](#):** Both the Underwire Bra and the Softcup Bra are designed for a smooth, seamless fit. They feature a one-hand release for easy nursing and a drop cup that encourages maximum skin-to-skin contact between mom and baby. Their cushioned straps and resilient cotton-spandex and nylon fabric blend ensure extra comfort.

**[The Medela Comfort Bra](#):** The Comfort Bra is the perfect bra for an expectant mom to take to the hospital for when she delivers. It's designed to minimize pressure on breast tissue while holding absorbent bra pads in place. The bra also features special stretch fabric that feels light and silky, but still provides the support mom needs throughout the day and during sleep.

To learn more about Medela's intimate apparel offerings visit its "[Which Bra When](#)" chart or [nursing bra fitting video](#).

[«Back to July Mavens Monthly](#)

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[«Back to July Mavens Monthly](#)

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**Examiner.com:** [Breastfeeding Promotion Act](#) (6/26/2009)

- Last month, Representative Carolyn Maloney (D-NY) and Senator Jeff Merkley (D-OR) reintroduced legislation—the [Breastfeeding Promotion Act](#)—to Congress that would support both nursing moms and their employers.

**About.com: Breastfeeding:** [Moms With IBD: Breastfeeding May Lower Your Risk Of Symptoms](#) (7/5/2009)

- A study published in the *American Journal of Gastroenterology* reveals that breastfeeding for moms who suffer from inflammatory bowel disease may protect them from symptoms rather than increase the risk of disease flares.



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### How to breastfeed an adopted baby

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Here's how to successfully induce lactation:

**Start early if possible.** If adoption is a planned event, the process of induced lactation should start before the baby arrives. Mom should talk with her doctor about plans to induce lactation and seek support from a local lactation consultant, La Leche League Leader or Nursing Mothers Counselor.



**Stimulate the breast.** An adoptive mom begins induced lactation by using both gentle massage and a rental hospital-grade breast pump to manually and mechanically stimulate the breast and nipples. Mom starts her stimulation schedule by massaging and pumping for several minutes a few times throughout the day. This eventually increases until she is pumping for 10 minutes eight to 10 times during each 24-hour period. Because pumping on a dry breast may cause some discomfort, mom should lubricate the pump flange with a thick coat of cooking oil.

**Talk to your physician about medications.** Once mom has her stimulation schedule in place, she should speak to her physician about using medications that may help increase milk supply. For some, the induced lactation effort begins with physician-prescribed hormones (estrogen and progesterone). These imitate the hormone levels of pregnancy and are withdrawn after a short while, creating the sense that a baby has been born. If mom doesn't want to use hormones, she should ask her doctor about a prescribed drug called a galactagogue (a term that means "a milk stimulating substance"). When used in addition to pumping and breast massage, herbal galactagogues, such as fenugreek, may help mom establish her milk supply.

**Focus on the nurturing experience.** It can sometimes take only a week after beginning stimulation for mom to produce drops of milk. Milk supply typically builds over time, though the amount of milk an adoptive mom will make is difficult to predict. Some moms can make enough milk to wean their babies off of supplements while others may have health issues that hinder the process. Regardless, mom should focus more on the bonding experience rather than the amount of milk produced, as any amount of milk benefits her baby.

**Consider alternatives.** Since adoptions can sometimes be unpredictable, a mom may not have enough time to begin developing her milk supply beforehand. If this is the case, mom should invest in technology that allows her to supplement the baby directly at the breast, such as the [Medela Supplemental Nursing System](#) (SNS). The SNS is worn suspended from a necklace device and features thin silicone feeding tubes that are taped to the nipple to feed formula to baby while breastfeeding. This provides sucking stimulation for the breasts while ensuring that baby gets enough to eat. The SNS also allows fathers to tape the feeding tube to a finger.

[«Back to July Mavens Monthly](#)



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**Expert Corner: Mark Luzbetak**

[«Back to July Mavens Monthly](#)

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**How often should I change the membranes on my breast pump?**

While the valve membranes are designed to last the life of your pump, they are soft parts and thus may be susceptible to damage from cleaning and handling. To avoid any performance issues, it's best to give them a quick look when you assemble them. If you see any nicks, gouges, or tears you should replace them.

**How does the Freestyle compare to the Pump In Style Advanced? Does it have the same amount of suction and speed?**

The Freestyle, like the Pump In Style Advanced, utilizes Medela's 2-Phase Expression® technology. While each pump utilizes a different technology to generate suction, the resulting suction and speed levels of the two pumps are quite similar and most moms will not notice a difference.

**Is the Medela Freestyle designed mostly for battery use, or should I try to use the pump mainly while it's plugged in to retain its battery life?**

The Freestyle is designed to operate equally well whether plugged in or running off battery power. The pump will run for up to three hours on a fully charged battery. Battery life, like pump life, will depend on your usage. The battery is designed and tested to meet the same life as the pump and should last as long as you need to breastfeed. For long-term pump storage (between babies) the battery should be charged to at least 50 percent charge (more charge is OK). The battery should be removed from the pump and both the battery and pump should be stored in a cool, dry place.

*Wondering how to store breastmilk while away from baby, how to clean your breastpump parts, or which pump is right for a working mom? Next month, Medela's director of product management, Susan Rappin, will join us to answer your questions on pumping at work and away from baby. Susan played a major role in the planning and development of Medela's hands-free Freestyle breastpump. Since joining Medela seven years ago, she has been responsible for managing all of the company's personal use pump products, and has made significant contributions to new product development. Susan has three children who range in age from three to seven years old.*

*If you have a question for Susan, e-mail us at [medela@mommavens.com](mailto:medela@mommavens.com) no later than **Friday, August 14th**. We'll select a few of the top questions for her to answer in our August newsletter. Please use "Ask The Expert" as your subject line.*

**Maven Spotlight**

[«Back to July Mavens Monthly](#)

**Name:** Karin Burger

**Children's names and ages:** Ethan; Shane, Cody and Justin (step sons)

**Hometown and occupation:** South Pasadena, CA – Engineering Geologist

**Who is your parenting role model?** Learning as I go but I do believe that many of the things my mother did were good (mom and dad divorced when I was three).



**What calms you down?** Stopping whatever it is that's upsetting me before it really freaks me out and not worrying if I'm going to be late to work.

**If you were a Sesame Street character which one would you be?** Elmo, he's happy and amazed by everything.

**What's the strangest thing you've recently found in your purse/pockets?** Old Kleenex from wiping my son's nose.

**What's the last song you listened to?** An actual adult song

**What's the last book/magazine you read?** I'm reading "The Proper Care and Feeding of Husbands" by Laura Schlessinger.

**What mommy blog or parenting message board do you recommend?** I recently re-found "BabyCenter" and I like to watch "Baby Story" and "Bringing Home Baby."

**What did you want to be when you were little?** An entomologist, which is ironic because I hate insects now.

**What item could you currently not survive without?** Where do I start but I definitely couldn't live without my Medela Freestyle pump.

**How did you overcome a breastfeeding hurdle?** I was stubborn and committed. I read how difficult it could be but was really going to follow through with it for the first year of my son's life. He's nine months now. I overcame any pain; that was easy. The hardest thing was when my son seemed to not want to nurse due to sickness or whatever but luckily I had my pump when everything got too full and got over that hump too. Now my son really wants to nurse and isn't really into drinking the expressed milk so we just add it to food. I keep pumping while I'm away to keep up my supply.

**What is the fondest breastfeeding moment you've had with your baby?** I love the sweet noises he makes when he's nursing and the how he's calmed by the process (except when the cat and dog come into the room

or when his dad is talking, he gets very distracted by these things).

Interested in being featured in next month's "Maven Spotlight?" If you haven't already submitted your answers, e-mail them to the above survey (try to answer in one sentence or less per question, please) along with a photo of you and/or your baby to [medela@mommavens.com](mailto:medela@mommavens.com) and we'll select one Medela Mom Maven at random. Put "Maven Spotlight" in the subject line. To be eligible for August's newsletter, entries must be received no later than **Friday, August 14th**.



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[«Back to July Mavens Monthly](#)

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Additionally, Medela is still seeking entries for its Mom of the Month contest. Enter to win a Freestyle [here](#), by sharing your answers to one of the following questions

- What activities would you do if you could pump hands-free?
- What is your funniest pumping experience, and how would Freestyle change this in the future?
- What would you do as a new mom with an extra 20 minutes in your day?



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