

Pur® Free-Hand™ Breast Pump



*An Informative Guide
to Breast Feeding*

PLAYSKOOL®

Pur

This brochure was written to help you learn more about breastfeeding and expressing milk with a breast pump. We'd also like to tell you about the Playskool® Pur® Free-Hand™ Breast Pump, an innovative breast pump designed to help with your breastfeeding needs.



Breastfeeding is a wonderful way to feed your baby. It's the best and safest nutrition for your baby, and you can enjoy the special bond that comes from giving your breast milk to your child. When you are away from your baby, you can rely on the Pur® Pump as a comfortable, convenient way to express your breast milk. With the Pur® Pump, you can continue to enjoy the bond that comes from providing your baby with your nutritious breast milk.

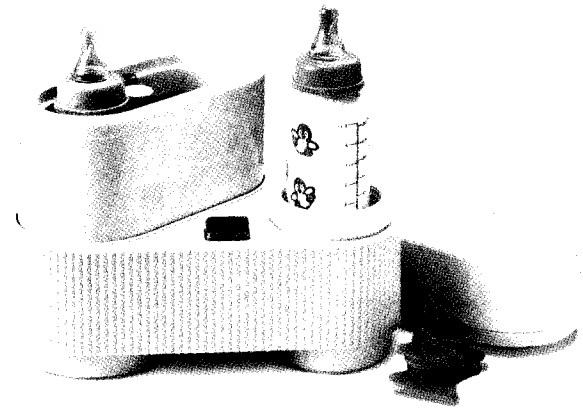
Why Mothers Use a Breast Pump

Many mothers want to continue breastfeeding after they return to work, and a breast pump allows them to do so. When you use a breast pump, you can express your milk and give it to your baby at a later time.

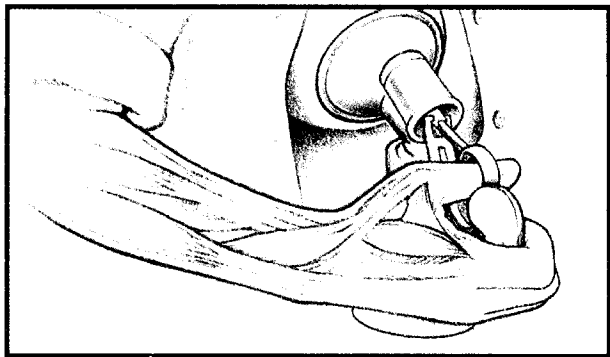
A breast pump helps you maintain or even increase your milk supply. And if you are producing more milk than your baby needs, you can express the rest and store it for later use.

You can also use a breast pump to alleviate the discomfort of engorged breasts. At times your baby may take less milk from your breasts; you can use a breast pump to remove some of the milk. Draining your breasts helps prevent clogged ducts that can lead to infections, and helps when treating infected breasts.

Sometimes, you may want to express some milk before your baby begins breastfeeding, if you are too full for your baby to latch onto your breasts comfortably. Using a breast pump also triggers the let-down reflex that allows milk to release from the breast, so your baby won't have to work so hard to start the milk flowing. If you have difficulty expressing a lot of milk at one time, you can express a little milk at short intervals, until you have a full meal for feeding time.



Easy Feedin™ Nighttime Feeder™



The thumb is the strongest muscle in the hand, and is well suited for the repetitive movement involved in pumping.

Designed for You: The Pur[®] Free-Hand[™] Breast Pump

Because you may be using a breast pump regularly, you want one that is easy, convenient, effective, and comfortable to use. The Pur[®] Free-Hand[™] Breast Pump was designed by a physicist with your well-being in mind, to make using a breast pump a simple, natural part of your day, and to provide an efficient way to express milk.

With many breast pumps, the repeated pumping action tires your muscles. But the Pur[®] Pump is carefully designed to use the strongest muscle in your hand for pumping, to conserve your energy and allow you to pump longer without become fatigued.

Also, the Pur[®] Pump works with only one hand, leaving your other hand free, unlike two-handed pumps that use both hands. With your free hand, you can hold your baby-- your child's nearness will encourage your milk to release, or you can use a second Pur[®] Pump to cut your pumping time in half (and expressing from both breasts at once can increase the quantity of your milk).

The Pur[®] Pump is angled so you can sit back and relax; there's no need to bend forward in an awkward position to pump correctly, as some pumps require.

The Pur[®] Pump is manually operated, so you can determine the suction level and cycle time that are most

comfortable for you, with every pull of your thumb. You can create a higher suction level for fast expression of milk, or you may find that a lower suction level is better for you. With the Pur[®] Pump, you control the process-- the stronger and faster you pull with your thumb, the higher the suction level and the quicker the cycle time. (Expressing milk with a breast pump should not be uncomfortable; adjust the suction level/cycle time to eliminate any discomfort.)

When to Start Using a Breast Pump

You should begin using a breast pump after you and your baby are comfortable with breastfeeding, and you have established a feeding schedule and a steady supply of milk. You can start expressing milk with the Pur[®] Pump at any time; you may want to use it the first week to relieve engorgement.

Finding a Schedule

Feeding and pumping schedules vary from mother to mother, because everyone has different demands, rhythms and routines. Find a schedule that is comfortable for you and your baby.

You should try to follow your feeding schedule when away from your baby, to maintain your milk supply and personal comfort, and be able to "fall into" your established schedule when you are with your baby. An average time frame is to express milk every 3-4 hours during the day, but always determine what works best for you and your baby.

Allow yourself some extra time in the morning to breastfeed before you go to work. You may want to increase the amount of times you breastfeed in the evening and night, to encourage more milk production. Some mothers find their milk supply is greatest in the morning, so they express milk early in the morning and breastfeed before they leave for the day; then they express milk again while they are away, before returning home for the next feeding.

Cleaning and Sterilizing

If you are going to give your baby your expressed milk, it is recommended that you clean and sterilize all the pieces – pump, bottle, storage container, nipples, tongs, caps and any other equipment – once a day. Wash your hands before handling the equipment and feeding your baby. Wash your breasts with plain water once a day. All parts of the pump should be carefully cleaned with hot water and rinsed well after each use.

Getting Ready

Using a breast pump can be a natural part of your day, if you give yourself time to become familiar with the process. As with anything new, start slowly and allow yourself the luxury to learn. The more you do it, the easier it will be for you, and the more comfortable you will be with pumping. Most of all, we encourage you to relax. Your milk releases easier when you are calm and at ease.

Massaging your breast before and during pumping also helps your milk move from the glands to the nipple (the let-down reflex). Stroke the breast from the outside to the nipple, moving your three fingers around to make sure you massage every gland. Because you need only one hand to express milk with the Pur[®] Pump, you can massage one breast while pumping the other one. Placing a warm face cloth on your breast is another way to encourage your milk to let-down.

Operating the Pump

Operating the pump is easy, and it's designed for both right-handed and left-handed mothers. After properly positioning the pump on your breast and finding a comfortable position, you simply move your thumb to start pumping. Because the Pur[®] Free-Hand™ Breast Pump is manually operated, each pull of your thumb determines the suction level and cycle time-- the stronger you pull and the faster you pull, the higher the suction level. You'll want to find a level that meets your needs for timing and comfort, keeping in mind that a prolonged period of high suction may cause sore nipples or tissue damage.

To help your milk release, try imitating the way your baby nurses. Your milk will start releasing in drops, then will increase to a stream. Your early milk resembles a thin, yellowish liquid, and your breast milk looks like skim milk; even though they appear watery, they are rich in nutrients and an ideal food for your baby. Don't worry about how much milk you express or how long it takes to express milk. Amounts and times will vary naturally. In general, you may express from one to three ounces each time (or even less than that the first few times), and it may take up to 30 minutes to drain full breasts.

Alternating between breasts encourages a greater supply of milk, so you may want to go back and forth between breasts until they are drained. When you begin expressing milk, pump milk from one breast for about 3-5 minutes before switching to the other breast for 3-5 minutes. Gradually build up to 10-15 minutes on each breast.

Storing Your Milk

Refrigerate your breast milk immediately after expressing it. Store it in a sterilized bottle. It is recommended that you store breast milk in plastic bottles rather than glass bottles. If you store milk in disposable nurser bags, be careful about spills, punctures, bags splitting when frozen, and the milk absorbing odors. As an extra precaution, place nurser bags in another plastic bag.

Fill the container $\frac{1}{4}$ full (no more than that because the milk expands as it freezes). Seal the bottle, and write the day and time on it. If you're going to freeze the milk, cool it in a refrigerator for 30 minutes before freezing it.

You can keep expressed breast milk in the refrigerator for up to 48 hours. Freeze the milk if you aren't going to use it within 48 hours. Breast milk can be kept in the freezer for up to 3 months, if it is stored in the back of the freezer, where the temperature is more consistent.

If you express milk more than once a day, you can combine the different amounts into one container with enough for one feeding (about 2-4 ounces). You can also freeze the milk in these single-feeding amounts to use later. This allows you to use only as much as you need, to prevent waste. Remember, the milk will expand as it freezes, so make sure you fill the container only $\frac{1}{4}$ full.

To carry your breast milk home or to a sitter's, place it in a container or insulated bottle bag that will keep it cold or frozen. If frozen milk starts to thaw, refrigerate it right away and use it within 12 hours.

Frozen and Thawed Milk

To thaw frozen breast milk, remove it from the freezer about 30 minutes before feeding time, and run it under tepid water until it reaches body temperature. Shake the container as you're warming it to mix the milk and cream. You may also let it thaw in the refrigerator if you use it within 3 hours.

Milk should never be thawed and refrozen; discard any thawed milk you don't use. You can add fresh milk to frozen milk, if the fresh milk has been chilled for several hours and was expressed less than 24 hours previously. When combining milk, don't add warm milk to frozen milk because the top of the frozen milk will thaw and refreeze. Milk freezes in layers (the cream rises to the top when it stands) so don't be surprised by its layered appearance.

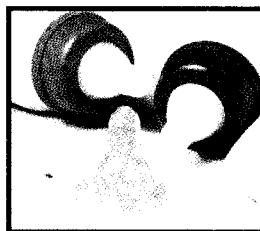
Please keep these precautions in mind:

- Do not thaw breast milk overnight.
- Do not defrost or heat breast milk in a microwave oven.
- Do not boil breast milk.
- Breast milk should not be left to warm at room temperature.
- Use thawed breast milk within 12 hours.
- Discard any leftover breast milk. Also discard any breast milk that baby has come in contact with, because baby's saliva has mixed with the milk, creating a breeding ground for bacteria.
- Do not refreeze breast milk.

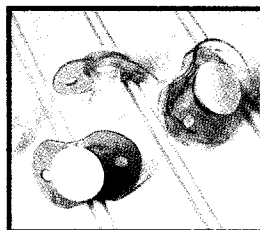
Bottle-Feeding Your Breast Milk

One or two weeks before you plan to be away, prepare your baby for feedings with a bottle. Allow yourself and your baby to become accustomed to this new form of feeding. A pacifier is one way to introduce your baby to something besides your own nipple. Express some milk and try feeding it to your baby to help your child become familiar with bottle-feeding.

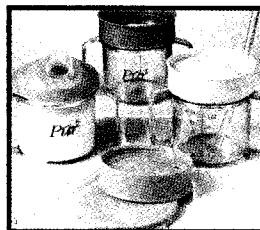
Look for these other Pur® feeding products:



Pur® Drip-Less Nipples
These great nipples have a specially shaped hole that eliminates "nipple drip!"



Pur® Pacifiers with Covers
For babies 3-6 months. A protective snap-on cover comes with each pacifier!



Pur® Drinking Cup System
This five-stage system helps make baby's transition from bottle to cup drinking easier!

This brochure has been developed and designed with the assistance of lactation consultants and childbirth educators.

Best Wishes from Playskool®

We appreciate the opportunity to tell you about Playskool's Pur® Free-Hand™ Breast Pump and the special features that are designed to make breastfeeding a wonderful experience. We hope you will consider the Pur® Free-Hand™ Breast Pump if you decide to breastfeed. The information and handy tips included in this brochure are provided to help you feel more at ease with breastfeeding and expressing milk with a breast pump.

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