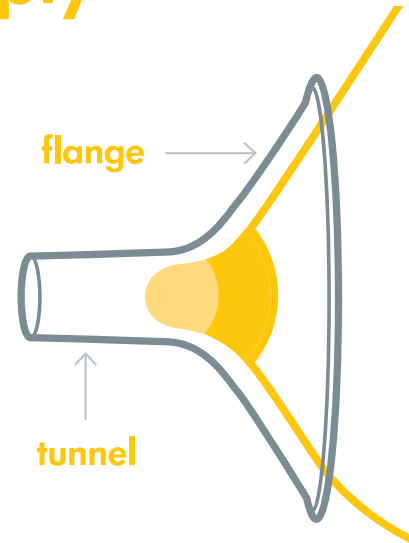


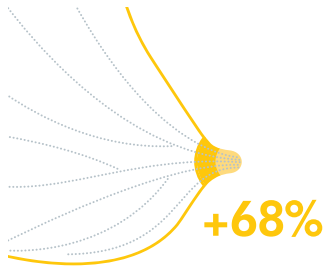
Choosing the right breast shield can impact breast milk supply

Breasts come in all shapes and sizes, and can change throughout a mom's breastfeeding journey. The size of the breast might not correspond to nipple size, and each nipple can be different sizes. Breast shields come in a range of sizes and play a key role in a mom's pumping comfort and efficiency.

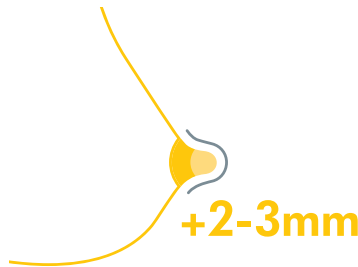
- The breast shield flange should follow the shape of the breast and not compress it.
- It's the nipple diameter that determines breast shield size.



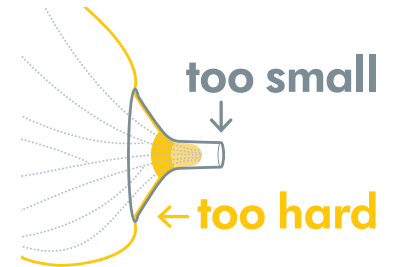
What happens to the breast when nursing or pumping



Milk ducts increase in size by 68% during let down.¹ This is to accommodate all the milk flowing towards the nipple.



Nipple diameter may increase temporarily by 2 to 3 mm.² So the breast shield tunnel needs to be slightly bigger than the nipple.



Milk ducts lie close to the skin's surface. Pressing the breast too hard or using a tunnel that is too small can obstruct milk flow.³

Why comfort matters

Stress and discomfort can hinder the hormone oxytocin, essential for the release of breast milk.⁴ Below are some tips for more efficient pumping.

1.



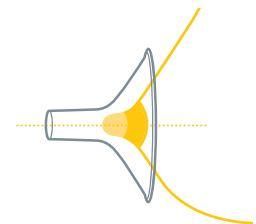
Moms need a correctly fitting breast shield to be relaxed and comfortable while pumping and help milk to flow.⁵

2.



Pumping shouldn't hurt. Adjust the vacuum to the highest comfortable level during the expression phase to help remove more milk in less time.⁶

3.

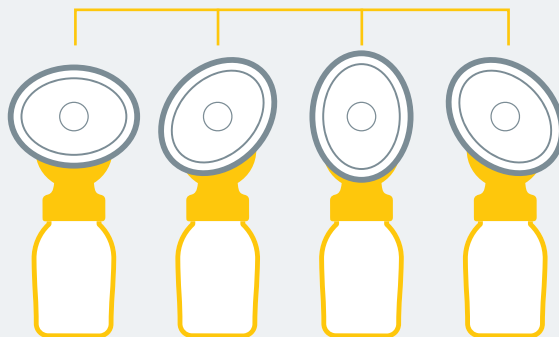
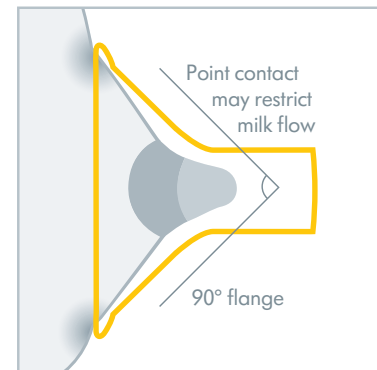
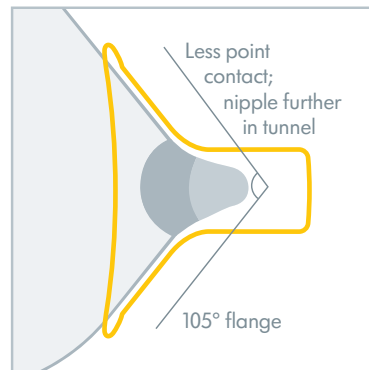


The nipple should be centered and moving freely in the tunnel during pumping. If it doesn't, another size breast shield should be selected.

Why choose Medela's PersonalFit Flex™ or PersonalFit™ PLUS Breast Shields?

With the PersonalFit Flex and PersonalFit PLUS Breast Shields, moms can adjust the way the breast shield fits to find the most comfortable, most efficient position to pump – even as her breast shape changes. Medela's research-based design features four-way fit and a unique oval-shaped shield that adapts to mom's natural shape to help her find the pumping position that works best. PersonalFit Flex and PersonalFit PLUS Breast Shields are available in various sizes and are compatible with all Medela breast pumps.

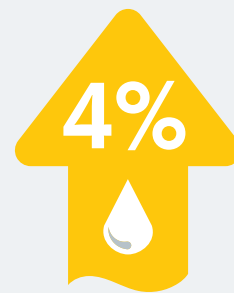
The **105° opening** angle is designed to **reduce pressure** on the breast to **optimize comfort**, allowing milk to **flow more easily**.



The **oval shape** can be **rotated 360°** for whatever position is most comfortable.



Clinically proven to remove **11.8% more milk** per minute and promote **faster let-down** while pumping.⁷



Clinically shown to **drain the breast** by an **additional 4%**.⁷ Draining the breast well is key to improving overall milk production.

1 Ramsay DT et al. Pediatrics. 2004;113:361-367

2 Geddes DT et al. Early Hum Develop. 2008 Jul 1;84:471-477

3 Geddes, DT. J Midwifery Womens Health. 2007;52:556-563.

4 Newton M, Newton NR. J Pediatr. 1948;33:698-704

5 Jones E, Hilton S. J Neonatal Nurse. 2009;15;15:14-17

6 Kent JC et al. Breastfeed Med. 2008;3:11-19.

7 Prime D. K. et al. Influence of a newly designed breast shield on the dynamics of milk removal: A randomised controlled trial [poster].

6th Academy of Breastfeeding Medicine Europe Conference, 18-20 May 2018, Rotterdam, Netherlands; 2018.

*compared to traditional breast shields with a 90° angle.

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