

Breastfeeding moms need support not shame

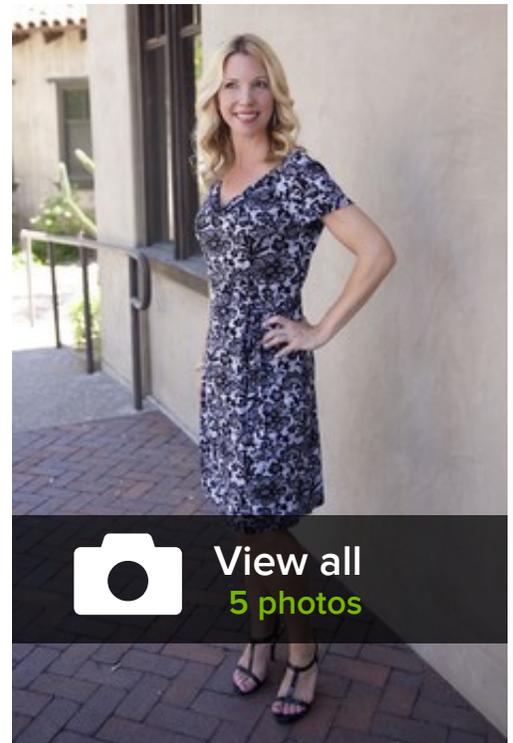
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It's 2016 and stories of moms being shamed for [breastfeeding](#) hit the news headlines and social media regularly. Whether it occurs on an airplane, in a restaurant, retail store or even in a public restroom, the outcome is the same- a breastfeeding mom is criticized and demeaned for feeding her baby. In a nation where 2.9 million child are abused each year and over in 18% of our children are clinically obese, how is it possible that mothers trying to make a loving and healthy choice for their babies are shamed?

What if we flipped the script on these stories and decided as a nation to support breastfeeding moms instead? The Centers for Disease Control released a recent report stating that peer support is a significant factor in breastfeeding success. An increase in initiation, duration, and exclusivity of breastfeeding were found among women of all backgrounds who received support from their peers. Research also shows that babies who are exclusively breastfed for six months are less likely to develop ear infections, diarrhea and respiratory illnesses, and may also be less likely to develop childhood obesity. For mothers, it has also been found to lower the risk of health problems such as type 2 diabetes, breast cancer, ovarian cancer and postpartum depression.

Breastfeeding does not always come naturally to a woman. It can be painful, time consuming, exhausting and stressful. With support, encouragement and education, however, we could have a nation of healthier moms and babies. Help spread the message in your community to choose support



Courtesy of Udderly Hot Mama

over shame. To show our support, we've compiled a list of the best products on the market that support successful breastfeeding and the awesome moms who are dedicated to giving their babies the best possible start in life.

The **Chic Cowl Nursing Dress from Udderly Hot Mama®** makes breastfeeding and pumping stylish and effortless. You can dress this wardrobe staple up or down and be confident that feeding your baby will be chic and easy. It works great for double pumping too. The patent-pending inside flap, included in every Udderly Hot Mama® **nursing** garment, provides extra privacy during a feeding. When baby is weaned, you can easily remove it and add your top to your everyday wardrobe. Available in Black, Teal and Black/White Lace. MSRP: \$59.99. Available online at www.UdderlyHotMama.com

A nursing mother's biggest worry is whether or not she will produce enough milk. **Milkflow Fenugreek Blessed Thistle Powder Drink by UpSpring Baby** is a convenient and easy way to help moms stimulate breast milk production. This all natural herbal supplement comes in a chocolate-flavored drink mix and is a great alternative to traditional fenugreek pills, teas or elixirs. Just mix with 6 oz hot or cold milk, or add to a smoothie twice per day for best results. Also available in Berry flavor. MSRP: \$14.99. Available online at www.upspringbaby.com

Ask any mom and she'll tell you: breast milk is a precious commodity. Women will go to great lengths to ensure that not a drop of "liquid gold" gets wasted. That's precisely what makes the award-winning **Milkies Milk-Saver** such a wonderful invention for breastfeeding mothers. The patented Milk-Saver collects your leaking breast milk as you nurse – allowing you to store extra breast milk effortlessly with each feeding. MSRP: \$27.95. Available online at www.MyMilkies.com

Moms will never have to worry about style, modesty, or most importantly, privacy while nursing their little ones again with **Lassig's Allover Nursing Cover**. Made from breathable, hypoallergenic and SUPER soft Lyocell, a lightweight yet strong fabric, it can be worn as a neck scarf, stole, bolero or cape. It is also wrinkle resistant - even after being washed and dried. Available in 9 different colors. MSRP: \$40.00 Available online at www.Amazon.com



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