The Art Of Feeding

A MOM’S GUIDE TO NUTRITION, BREASTFEEDING, & HELPFUL RESOURCES
Welcome to this exciting journey called motherhood. Wherever you are on your path, our goal is to make sure you’re never going through it alone.

Inside you’ll find information to help you:

**KNOW** We promise to deliver the knowledge you need to be confident in your promise to give your baby the very best. You’ll get email updates that include helpful guides, tips, and nutrition information tailored specifically to your baby’s growth.

**SAVE** We promise to give you benefits, such as personalized savings, to help with your promise to keep your baby fed. To help save you money, there are up to $400* in savings and exclusive benefits.

**GROW** We promise to give different formula options to support your promise to help your baby grow. And because every baby is unique, we’ll show you options that suit baby’s unique needs for helping give her a strong start.

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* Offers may vary. Merchandise available at select participating OB offices and hospitals only.
You Are What You Eat, And So Is Your Milk

Proper nutrition is an ongoing journey during and after your pregnancy, playing a critical role in your health and your baby’s growth. Most breastfeeding moms should take in about 500 extra calories, for a total of 2,000 to 2,500 calories per day.

And, of course, make sure to drink plenty of fluids.

So What Should You Be Eating?

1. GRAINS 8 ounces a day (at least half as whole grains)

2. VEGETABLES 3 cups a day (vary your vegetables)

3. FRUITS 2 cups a day (try to eat whole or cut-up fruit rather than juice)

4. DAIRY 3 cups a day (opt for low-fat or fat-free choices)

5. PROTEIN 6.5 oz a day (choose lean meats and beans)

Get a personal nutrition and physical activity plan through the MyPlate program at choosemyplate.gov
Is She Ready To Feed?
Follow Her Lead

How will you know when your baby is ready to feed? Watch and listen for these typical feeding cues, even when she’s asleep:

• **Sucking** or rooting
• **Restlessness** or hand-to-mouth movements
• **Small sounds**. Crying is a late hunger sign. Try to feed before then.

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Feeding Flexibility:
How Long & How Often?

In the early weeks, feeding cues can be hard to figure out. Avoid schedules and remember: every baby’s signals are different. Here are some general guidelines:

**Feed 30–40 minutes**

15–20 minutes on each breast

**Feed every 1.5–3 hrs**

From the start of one feed to the start of the next

For more ways to milk breastfeeding for all it’s worth, visit [similac.com/breastfeedingbasics](http://similac.com/breastfeedingbasics)
Breastfeeding: What’s Your Position?

There is no one right breastfeeding position. The one that is most comfortable and effective is the right one at that feeding.

**THE CRADLE HOLD** Good for most moms and babies. If correctly positioned, your baby’s body should form a straight line from her ear to her shoulder to her hip.

**THE CLUTCH OR FOOTBALL HOLD** Good for mothers who had a C-section, mothers with large breasts, flat or inverted nipples, or a strong let-down reflex. It is also helpful for babies who prefer to be more upright.

**LYING DOWN** Good for an alternative position, especially at night or when sitting is uncomfortable.

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For more breastfeeding positions, visit similac.com/positions

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**Signs Your Baby Is Getting Enough Milk**

**Your baby:**
- Stops passing meconium (thick black or dark-green stools) after about 4 days, and begins to pass yellow, seedy, runny stools 3 or more times a day
- Wets 6-8 diapers and has 2 bowel movements a day
- Breastfeeds every 2-3 hours
- Breastfeeds for 10 minutes or more and doesn’t cry excessively after feeding
- Makes a rhythmic sucking sound during feedings
- Nurses at both breasts
- Appears satisfied after feedings
- Consistently gains weight

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**Signs Your Baby May Not Be Latched On Properly**

**You:**
- Have sore nipples

**Your baby:**
- Makes clicking or smacking sounds when she sucks
- Comes off of the breast after a few sucks
- Falls asleep after just a couple of minutes of nursing
- Dimples her cheeks with each suck
- Has too few wet diapers
- Remains fussy and discontent after eating

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If your nipples are sore, you should contact your healthcare professional.
Helpful Tips
For Proper Latching

Proper latching is one of the most important aspects in determining the quality of the breastfeeding experience. The correct latch helps your baby get the proper nutrition and makes nursing more comfortable for you.

TO SHAPE THE BREAST for easy latch on, compress your breast in a “U” hold, with your thumb and index finger at 3 and 9.

WHEN LATCHING and positioning your baby at the breast, hold her with her nose close to your nipple.

STROKE HER BOTTOM LIP with your nipple and wait for her mouth to open wide.

In the beginning, some slight discomfort is normal. If there are more than a few moments of discomfort or if she is suckling only on the nipple, break the suction with your finger and try again. Several tries may be necessary. A nurse or lactation consultant can help.

GUIDE THE BABY’S MOUTH toward your nipple, pointing the nipple slightly up toward the roof of her mouth with more of the lower areola (the dark area surrounding the nipple) in her mouth.

MORE AREOLA WILL BE VISIBLE above the nipple than below. The baby’s chin should be against your breast when latched.

Your newborn may latch on as soon as you hold her to your breast. If not, don’t despair. Keep at it and try some of the following helpful tips.

For live nutrition support, call our FeedingExpert line at 800-986-8800 (8:30 AM – 7 PM, ET).
Rest Easy

Helping moms nourish their babies and parents nourish each other is what it’s all about for us. We are constantly striving to advance the science of nutrition to make our formulas as close to breast milk as we can.

What Makes Similac® Unique?

**SIMILAC PRO-ADVANCE**, **SIMILAC PRO-SENSITIVE**, **SIMILAC PRO-TOTAL COMFORT**™

are the FIRST formulas with 2'-FL HMO for immune support and our unique blend of DHA and Lutein for brain and eye development.

**OPTiGRO®**

Most Similac formulas have our unique blend of DHA, Lutein, and Vitamin E, designed to support your baby’s brain and eye development.

**PALM OLEIN OIL-FREE**

for excellent calcium absorption. Palm olein oil can also harden stools in some babies, so we don’t use it.

**MOST SIMILAC FORMULAS HAVE NUCLEOTIDES** to support your baby’s developing immune system.

**NON-GMO† OPTIONS**

Whether you choose to supplement your breastfeeding with formula or completely transition to formula feeding, you can be confident in the nourishment of Similac.

† Ingredients not genetically engineered.

There’s more to learn at similac.com/why-similac
Some Similac® products are also available in larger size powder containers and ready-to-feed formulas.

* Ingredients not genetically engineered.
† No artificial growth hormones. No significant difference has been shown between milk derived from rbST-treated and non-rbST-treated cows.

For more product details, visit similac.com/baby-formula
You’ve Got Questions, We’ve Got Solutions

Whether you’re at home or on the go, Similac® has helpful resources to keep your little one happy, healthy, and thriving.

**HELPFUL RESOURCES**

**FEEDING EXPERT** Live nutrition support from our FeedingExpert team. Call: 800-986-8800 (8:30 AM – 7 PM, ET)

* Lactation consultants provided by a third party.

**SIMILAC® BABY JOURNAL APP**
The Similac Baby Journal app helps you track eating and sleeping habits, development milestones, and more. For all Apple® iOS and Android™ devices.

Android is a trademark of Google Inc.
Apple is not a trademark of Abbott Laboratories.

**TUMMY TROUBLE TOOL** Having feeding issues? Just enter a few facts about your baby and get customized results.
similac.com/tummytrouble

**DIAPER DECODER** If your baby seems fussy or sick, the stool in her diaper has clues to what’s going on.
similac.com/diaperdecoder

**FORMULA FINDER** From day 1 to year 1 and beyond, Similac® has a formula that’s right for your baby.
similac.com/formula-finder
The Similac® StrongMoms® Rewards program offers nutrition guidance, ongoing tips, and education. But the program is about more than just great info. You’ll also get personalized gifts and benefits, like free formula samples and baby formula coupons—all delivered right to your email.

Be sure to check your mailbox and email for great offers from Similac StrongMoms.
More Questions?

Learn more about breastfeeding at Similac.com/Breastfeed

Parenting is challenging enough without parents challenging each other. What promise will you make to other parents? #PromisesProject

Find us on

For live nutrition support, call our FeedingExpert line at 800-986-8800 (8:30 AM – 7 PM, ET).

The Similac® FeedingExpert team is specially trained to give you live nutrition support over the phone. You can even talk with nurses, dietitians, and lactation consultants.*

* Lactation consultants provided by a third party.

I understand and agree that the information I’ve provided will be used according to the terms of Abbott Nutrition’s Privacy Policy, which may be obtained by visiting www.Similac.com. Limit one enrollment per household. Offers and values may vary. Terms and conditions apply. For any questions or to opt out of future communications from us, please contact 1-800-232-7677.