



LANSINOH FOR BREASTFEEDING MOTHERS



Q. What is LANSINOH?

A. LANSINOH is a highly refined pure lanolin used by breastfeeding women to soothe sore nipples.

Q What advantages does LANSINOH offer over other topicals?

A. There are several important features, which make LANSINOH the preferred topical treatment for breastfeeding mothers:

a) LANSINOH does not have to be removed prior to breastfeeding thus eliminating further handling of already damaged tissue. LANSINOH is completely natural, non-toxic and contains no preservatives, BHT (Butyl Hydroxy Toulene), fragrance, or additives of any kind.

b) LANSINOH is hypoallergenic and will not irritate even sensitive skin. It has only one ingredient – ultra purified lanolin.

c) LANSINOH is not chemically bleached, unlike paler lanolin's and products which contain white beeswax and white paraffin.

d) LANSINOH does not alter the pH balance of the skin, thus preserving nature's own protective acid mantle.

e) LANSINOH has little taste or odour to bother the baby. However, many other products used on nipples do have an offensive taste, smell or aftertaste and you can test for this by rubbing the product into the back of your hand and licking it off.

f) LANSINOH is the only medical grade lanolin formulated specifically for use on damaged nipples and backed by extensive clinical and laboratory testing. No other lanolin's for nipple care have this backing.

g) LANSINOH is bacteriostatic. LANSINOH was independently tested on a 30 and a 60 day USP Challenge for bacterial growth. *Staphylococcus aureus*, *Pseudomonas aeruginosa*, *Candida albicans*, *Aspergillus niger* and *Escherichia coli* were deliberately introduced to LANSINOH and in each case the bacteria failed to multiply. Unbroken skin is the best barrier to infection. Because LANSINOH promotes faster healing, it may prevent some secondary infections.

h) LANSINOH does not clog pores or milk ducts nor does it interfere with lactation in any way. Unlike products which contain oils and paraffin derivatives, LANSINOH is a natural ester, like our own skin sebum, and it is completely absorbed within minutes of application.

i) LANSINOH has a complete Certificate of Analysis available for every batch of LANSINOH.

j) LANSINOH provides a semi-occlusive moisture barrier that slows the evaporation of the body's internal moisture while allowing oxygen transfer to occur. When the proper moisture balance has been regained, the fissure will resolve because the delicate tissue has been rehydrated from within. This is nature's moisturizing process.