

# Lansinoh FAQs

## Q: Can I expect my nipples to get sore?

**A:** Most mothers feel some nipple tenderness when they begin to feed their new baby. However, sore nipples are most commonly caused by uncomfortable attachment of the baby at the breast. Some mothers find reading about positioning and attachment before giving birth helps them attach their baby well. If your nipples do get sore, seek help, and apply Lansinoh Lanolin for this temporary but painful condition. The moist wound healing qualities of Lansinoh Lanolin can make feeding more comfortable whilst you are working on the attachment. Lansinoh is pure and safe for every baby, contains no BHT, has little taste or smell and doesn't need to be removed before feeding.

## Q: What is engorgement?

**A:** Engorgement sometimes happens in the early days when your full term milk comes in. Milk, blood and fluids accumulate in your breasts and they can feel very full. You could try applying a cold compress for the swelling, changing to warm 20 minutes before a feed, perhaps using a basin of warm water or a hot water bottle. Some mums express off a teaspoon or two of breastmilk before the baby goes to the breast, and feed frequently. Other mothers put cold savoy cabbage leaves in their bras, which research has shown to be helpful.

## Q: What can I do if my baby cries a lot?

**A:** Some mothers find that by holding their baby more, he is more settled. Others find if their baby chokes and splutters when he goes on the breast, if they express a little milk off before putting him to the breast he is more settled. Or they allow the baby to decide when he has finished the first breast before offering the second breast. Some women find, if their breastfed baby seems fussy, his temperament improves after a visit to a cranial osteopath, chiropractor or craniosacral therapist. Although there is no evidence to support this, it seems it can help to achieve optimal functioning of muscles and joints after birth.

## Q: How do I know my baby is getting enough milk?

**A:** While there is no reliable way of knowing just how much milk your baby is getting from the breast, continuous weight gain, alertness and good skin tone are all indications she is getting enough. Six wet nappies and at least three poo nappies (a poo at least the size of a 2p coin) a day are also a good indication your baby is getting enough nourishment. If you use disposable nappies you can familiarise yourself with how a wet nappy feels by putting 2 tablespoons of water in a dry nappy.

## Q: How often should I breastfeed my baby?

**A:** A newborn baby often feeds 8-12 times in a 24 hour period. As they have small tummies they need to be fed often. Babies sometimes have times when they cluster suck, (feed on and off for a couple of hours) then sleep for a few hours. They also have frequency days around 4/6 weeks and 3 months when they want to feed what seems like all the time. Going with the flow means you will increase your supply for their growing needs. Some babies need to be woken to feed three hourly.

## Q: If I give my baby a bottle will he become confused?

**A:** Some babies can switch easily from breast to bottle and back, but many find it difficult to suck in such different ways. Mothers often find this is not a problem when they delay giving an artificial teat until their baby is 4 weeks old.

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## Q: What if I don't produce enough milk?

**A:** Although many mothers give this as a reason for giving up breastfeeding, only about 1% of women are unable to produce enough milk for their babies. Breastmilk production works on demand and supply so more feeding will increase your supply. It is normal if your new baby wants to feed every 2 hours with a longer stretch at night, as breastmilk is easy to digest. Some mothers increase their supply by encouraging their baby to feed often. Others use each breast at least twice at each feed for 48 hours (switch nursing). Or contact a breastfeeding specialist.

## Q: Do I need to use both breasts?

**A:** When your baby is small it is possible he will only want one breast at a feed. What is important is that you let him finish the first breast so gets the thicker hindmilk he needs to grow on, as this is full of protein and fat to help him grow. If you offer the second breast when he comes off the first breast he may choose to have more of the thirst quenching foremilk. If only one breast is used at a feed, feed from the other breast at the next feed to keep up your milk supply.

## Q: Can I breastfeed and work outside the home?

**A:** Many women successfully work and breastfeed, either full or part time, but it does take a little planning and commitment. Since your body is programmed to produce milk when your baby needs it, if you cannot have your baby brought to you to feed you will need to express and store your milk as often as your baby would normally feed. Lansinoh products include a manual breast pump, breastmilk storage bottles and breastmilk storage bags to help you with this.

## Q: How can I stop my partner from feeling left out?

**A:** Sometimes when dads worry only mum will bond with their baby they hold their baby more, or dress, bathe or change him. When a baby is fussy and he doesn't seem to want to breastfeed, dad's arms can make his baby feel secure and give mum a rest. Dad can also put his baby to his bare chest to provide the comfort of skin to skin contact.

## Q: How can I prepare my nipples for breastfeeding?

**A:** It used to be thought that nipples need to be 'toughened up' for breastfeeding, but we now know this can damage the nipples so it is no longer recommended. Instead, some mothers apply Lansinoh to make their nipples more supple, especially if they have dry skin. If a mother suspects she has flat or inverted nipples she may wish to speak to a specialist in breastfeeding before she has her baby to learn a way of teaching the baby to take a big mouthful of breast.

Once your baby has been born you could also try the Lansinoh LatchAssist™ to help him to latch on. The LatchAssist™ is a simple, self-controlled tool which has been designed to correct temporarily flat or inverted nipples in breastfeeding women.

## Q: Where can I buy Lansinoh products?

**A:** Lansinoh products are sold in many major retailers such as John Lewis, Waitrose, Mothercare, Boots, Sainsbury's, Morrisons, Babies R Us, Lloyds Pharmacies and several online stockists. The products can also be ordered from all pharmacies by using the PIP code shown on the product pages of our website at [www.lansinoh.co.uk](http://www.lansinoh.co.uk). For your nearest stockist of Lansinoh products, simply enter your postcode into the 'Find & Buy' section on our website.

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## Q: Are the milk storage bags re-usable?

**A:** No, they are designed for single use only and are pre-sterilised.

## Q: How long can I store my milk for?

**A:** Breastmilk can be stored in the fridge or in the freezer, the table below shows the full guidelines on how long milk can be stored for

Temperature	Storage Time
Room Temperature (19-26°C)	Up to 6 hours
Refrigerator (<4°C)	Up to 72 hours
Single door refrigerator with freezer	Up to 2 weeks in the freezer section
Two door refrigerator / freezer	3-4 months in the freezer section
Deep freeze at a constant 0°F (-18°C)	6 months

## Q: How can I adapt the milk storage bags to my pump?

**A:** Lansinoh Milk Storage bags do not need to be attached to a pump. Simply express your breastmilk and then transfer the milk into a Lansinoh bag, for convenient storage in your freezer.

## Q: What is BPA?

**A:** BPA stands for Bisphenol-A which is a chemical found in plastics, particularly plastics used in baby bottles. The chemical can leak into the milk and contaminate it. It isn't yet known what risks this poses to infants. However, until more is known about the effects of Bisphenol-A Lansinoh believes it makes sense to limit exposure to it.

## Q: Do Lansinoh products contain Bisphenol-A?

**A:** No, all Lansinoh products are made of safe plastics and contain no harmful chemicals.

## Q: How can I receive free samples of Lansinoh Lanolin to hand out to breastfeeding mothers?

(from a health professional)

**A:** If you are a qualified Health Professional you can sign up to our free sampling program which will supply you with 1.5g sample sachets of Lansinoh HPA® Lanolin to hand out to breastfeeding mothers.

## Q: How can I get a sample of Lansinoh Lanolin?

(from a breastfeeding mother)

**A:** If you are a breastfeeding mother suffering from sore or cracked nipples, your local midwife or health professional should be able to provide you with a sample.

## Q: Can Lansinoh Lanolin be used for other skin ailments?

**A:** Lansinoh Lanolin can be used in a variety of places such as a lip balm and for dry skin or aching feet. You can also use on your babies bottom as a nappy rash cream or on the dry spot babies often get on their chins while teething.