

Wanting the very best for baby is only natural



Breastfeeding is the natural choice to ensure baby gets the very best start in life. And it's better for Mum.

It's well worth making the effort to start breastfeeding when baby is born, and to continue for at least the first 12 months.

While breastfeeding can be difficult at first, it does get easier. With your support Mum and baby will make it through that all-important first year.

A little help and encouragement from family and friends will make all the difference.

Why breastfeeding is best for baby

It is the best way to help baby develop mentally, physically and emotionally.

It provides better nutrition than formula 'milk'.

It builds immunity. Breastfed babies are less likely to suffer illnesses.

It builds a natural bond between mother and child.

Why breastfeeding is best for mum

It reduces the risk of breast cancer.

It may reduce the risk of ovarian cancer, osteoporosis and hip fractures later in life.

Breastfeeding can help mum lose weight gained during pregnancy and get back in shape.

