

Breastfeeding is good for everyone.

Breastfeeding and its support...



BABIES & CHILDREN

- Decreases risk of Sudden Infant Death Syndrome (SIDS) and necrotizing enterocolitis (NEC), leading causes of infant death
- Decreases risk of ear infections, diarrhea, pneumonia and gastroenteritis in infancy
- Reduces the incidence of childhood obesity, asthma, hypertension and some cancers
- Improves IQ, academic performance and long-term productivity



MOTHERS & FAMILIES

- Decreases risk of type 2 diabetes, breast and ovarian cancers for mothers
- Saves families \$1,200 - \$1,500 on formula expenses in the first year of a baby's life
- Reduces risk of mothers developing rheumatoid arthritis, high blood pressure and high cholesterol
- Strengthens mothers' bones after weaning and reduces risk of osteoporosis



BUSINESSES & ECONOMY

- Offers a 3-to-1 return on investment for businesses
- Helps attract valued employees and lowers turnover rates
- Boosts employee job satisfaction, morale, loyalty and productivity
- Reduces \$312 million in annual healthcare costs in the U.S.
- Results in fewer insurance claims and decreased employee absenteeism due to better infant health



THE ENVIRONMENT

- Reduces global carbon footprint as it generally requires no packaging, fuel to prepare, or transportation to deliver
- Does not create pollution or require disposal in a landfill
- Creates a naturally renewable food source which is a complete source of babies' nutrition for the first six months of life