



Reliable

MATERNITY



1504 Boston Providence Turnpike
Suite 11A • Norwood, MA 02062
Toll Free 888-235-8355

www.reliablematernity.com



Providing Quality Breast Pumps, Supplies & Counseling

**A Division of
Reliable Respiratory, Inc.
1504 Boston Providence Turnpike • Suite 11A • Norwood, MA 02062**

Products & Services: Respiratory, Diabetes Care, Urology Care

Hours of Operation

**Monday-Friday 9:00am to 5:00pm
Toll Free 888.235.8355 • www.ReliableMaternity.com**

**Reliable Maternity carries breast pumps from the
following manufacturers**

Please note that brand and model options will depend upon your insurance plan and eligibility.

Spectra	Lansinoh
Medela	Ardo
Ameda	Zomee
Elvie	Freemie
Motif	Hygeia

Note: this list is subject to change, please visit our website or call us for the most up to date information.

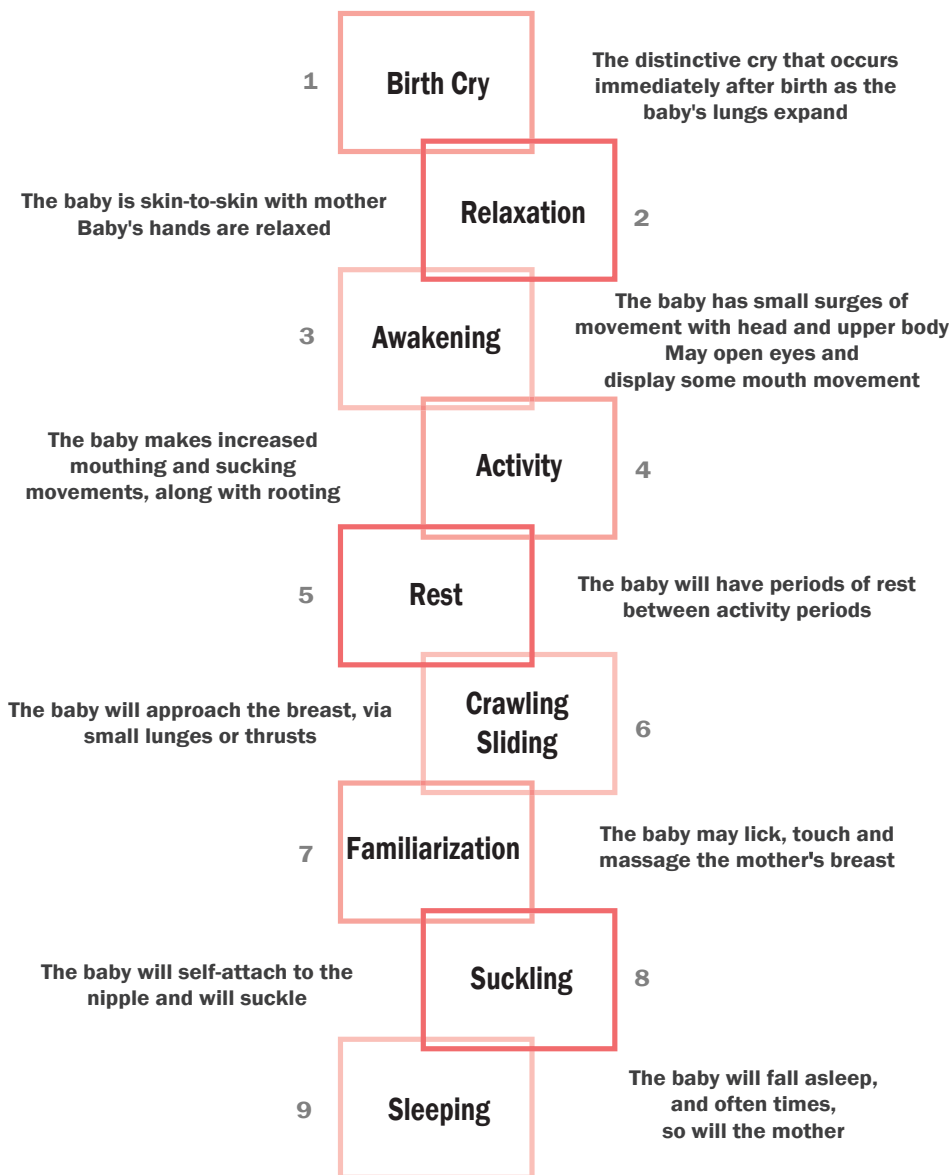
Certified Lactation Counseling

Email us to set up a complimentary phone call with one of our lactation counselors to help answer any questions or concerns related to breastfeeding.

clc@reliablematernity.com

The First Hour After Birth: Baby's Nine Instinctive Stages

Continuous and uninterrupted skin-to-skin contact immediately after birth until the first feeding is completed, is one of the most important and encouraged ways to start your lactation journey.



The Magic of Skin-To-Skin

Benefits: Your baby is warmer, calmer and can hear your heartbeat.

Skin-to-Skin contact helps increase milk volume by increasing your levels of the hormone oxytocin. Oxytocin is the hormone responsible for milk flow.

Holding your baby skin-to-skin prepares your baby to nurse. The baby can smell your milk and this will make the baby more likely to latch. Increased demand leads to increased supply.

How does a mom do skin-to-skin? Simply hold your baby, dressed in nothing but a diaper, between your breasts (with a blanket over both of you as needed). Relax and let the baby make their way to your breasts. Skin-to-skin is something that can be done throughout the duration of your lactation journey, but is especially valuable in the first hour after birth.

Understanding Your Baby's Feeding Cues

These cues often occur during periods of active sleep and indicate the perfect time to bring your baby to breast.

Rooting

Turning head, searching, subtle body movement

Alertness

Increased alertness, REM (Rapid Eye Movement) closed eyes

Flexing

Flexing arms & legs, mouthing & sucking motions

Sucking

Hand to mouth movement, sucking on hand & fingers

Crying is a very late feeding cue. It's helpful to recognize the earlier cues before the baby reaches this point. By the time babies cry they often do not feed as well. Placing baby skin-to-skin at this point may help settle the baby so that they can latch properly.

Signs of a Good Latch

Research Shows: Positioning the baby correctly can be effective in diminishing pain for most mothers

Some signs of a good latch may be:

Your baby's mouth opens wide around your breast, not just your nipple.

Your baby's lips are curled out.

The latch is comfortable and pain free.

Your baby's body position is turned toward mother, shoulders and hips are aligned and arms/hands are around your breast. (Tummy to Mommy)

Your baby's nose and chin are close to your breast.

You hear or see swallowing.

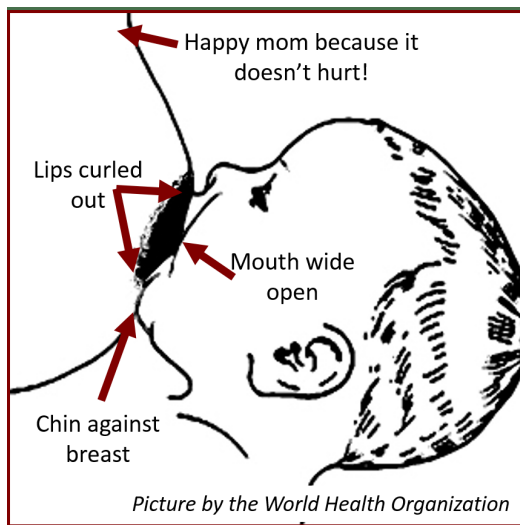
Your baby's ears move slightly as they suck and swallow.

At the end of the feeding, your baby releases the nipple and will have a soft body tone and relaxed hands.

If you're having trouble getting a good latch, try:

Moving to a quiet, calm place and hold your baby skin-to-skin. Skin-to-skin helps to reorganize a fussy baby.

If you need additional help contact us here at [Reliable Maternity](#).



Human Milk Storage Guidelines

Storage Location and Temperatures			
Type of Breast Milk	Countertop 77°F (25°C) or colder (room temperature)	Refrigerator 40°F (4°C)	Freezer 0°F (-18°C) or colder
Freshly Expressed or Pumped	Up to 4 Hours	Up to 4 Days	Within 6 months is best Up to 12 months is acceptable
Thawed, Previously Frozen	1–2 Hours	Up to 1 Day (24 hours)	NEVER refreeze human milk after it has been thawed
Leftover from a Feeding (baby did not finish the bottle)	Use within 2 hours after the baby is finished feeding		

Tips & Useful Information

Nipple Pain is common, but it's important to understand that it's not normal when breastfeeding. Positioning the baby correctly is an important step to getting a proper latch, thus diminishing pain and discomfort.

Breastfeed based on feeding cues. Your newborn will feed at least 10 to 12 times in a 24 hour period.

If your breasts become engorged and your baby is struggling to latch, try expressing a small amount of milk.

Bring your baby to your breast, not your breast to your baby.

Be patient with yourself! Breastfeeding is a learning process for both you and your baby. Do not hesitate to reach out for support from family, friends, your healthcare provider, or **our lactation counselors here at Reliable Maternity.**

Recommended Resources



Reliable Maternity

<https://reliablematernity.com/>



CDC Breastfeeding

<https://www.cdc.gov/breastfeeding/>



WIC Breastfeeding

<https://wicbreastfeeding.fns.usda.gov/>



World Health Organization

[https://www.who.int/health-topics/
breastfeeding](https://www.who.int/health-topics/breastfeeding)

The U.S. Department of Health & Human Services adopted legislation* requiring commercial health insurances to add breast pumps as a covered benefit. As a result, most insurances, including Medicaid plans, cover breast pumps at 100%.

***Exceptions:** There are some plans that are grandfathered in, and those plans do not have to provide breast pump coverage. Grandfathered plans are ones that existed prior to March 23, 2010 and "haven't changed in ways that substantially cut benefits or increase costs for plan holders," according to HealthCare.gov. Please note that your insurance company must notify you if you have a grandfathered plan.

The WHO code of Marketing: As a supplier of breastfeeding aids, Reliable Maternity supports the practice of breastfeeding with products of the highest quality and functionality. The brands and models we carry, offer solutions to breastfeeding challenges and treat breastfeeding in a holistic and effective manner. Uncompromising compliance with the WHO Code is a fundamental principle for us as a company.

