

Fascinating breastfeeding facts



Breastfeeding provides infants with the **best nutritional** and **emotional** start for their lives.

“The World Health Organization recommends exclusive breastfeeding for the first 6 months followed by continued breastfeeding and the right complementary nutrition up to 2 years of age and beyond.”

Did you know?¹

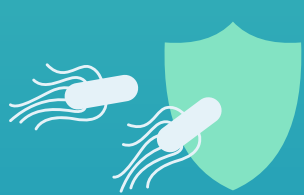
Only **37%** of infants up to 6 months are exclusively breastfed in low- and middle- income countries.



The exclusive breastfeeding rates up to 6 months **vary greatly between countries**. Apart from personal and social factors, the local culture and environment influence a mum's decisions on breastfeeding.

Breastfeeding has key health benefits for infants, both short- and long-term, and can have positive health consequences for mothers.

Main benefits for the infant



Protection against infections

Probable **reduction in overweight and diabetes** later in life

Main benefits for the mother

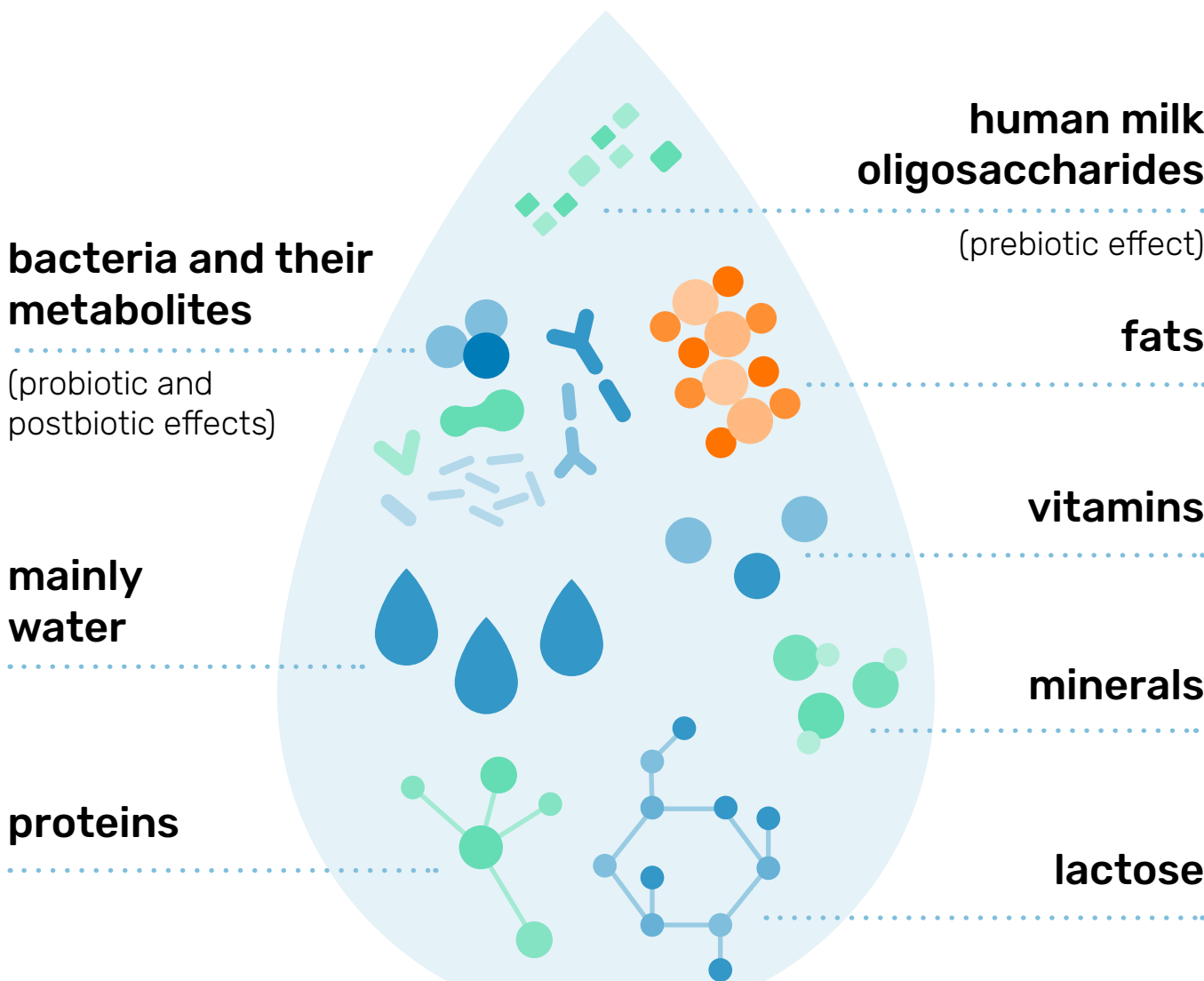
Reduced risk of:

- Breast cancer
- Ovarian cancer
- Type II diabetes



Breast milk: What's in it?

Breast milk is an amazing complex and diverse matrix of nutritional and bioactive components.*



*amongst other components

Breast milk is highly variable

The composition of breast milk is highly variable and tailored to the nutritional needs of the baby.

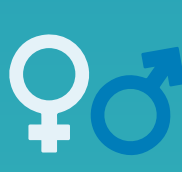
Recent studies show that the composition of breast milk varies:



Throughout **breastfeeding stages**³



Over the **course of one feeding**⁴



Depending on **the gender** of the infant⁵



According to **the baby's health status**⁶



Following mother's **diet and lifestyle**⁷

Breastfeeding is more than nutrition...

It is also about senses.

Newborns can distinguish between the milk of their own mothers and that of unfamiliar women by smell alone.

Breastfeeding stimulates the sense of **taste and smell**⁸

During breastfeeding infants learn about the food and drinks consumed by their mother through dietary molecules present in breast milk.

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