

SUPPORT BREASTFEEDING

BREASTFEEDING IS GOOD FOR ALL



BABIES & CHILDREN

- Decreases the risk of Sudden Infant Death Syndrome (SIDS) and necrotizing enterocolitis (NEC), the 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 cancer s for mothers
- Saves families \$1,200 - \$1,500 on formula in the first year of life
- Reduces risk of mothers developing rheumatoid arthritis, high blood pressure and cholesterol
- Strengthens mothers' bones after weaning, reducing the risk of osteoporosis



BUSINESSES & ECONOMY

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



THE ENVIRONMENT

- Reduces global carbon footprint
- Does not create pollution or require disposal in a landfill
- Creates a naturally renewable food source, complete nutrition for the first six months of infants' life