

Parental infant feeding methods are personal and vary considerably

Breast milk is the best. WHO recommends exclusive breastfeeding for the first 6 months of life and continue up to 2 years and beyond with gradual introduction of safe and suitable complementary feeding¹

Every feeding journey is unique and personal. Due to various reasons², some parents do not exclusively breastfeed

HEALTH

- Insecurity about satisfying infant's needs
- Physical discomfort (health, sore nipples, breast pain)
- Baby's preference or health
- Diet restrictions

SOCIAL/CULTURAL

- Breastfeeding in public
- Return to work
- Having social flexibility
- Include partner/family in feeding



Every feed counts

Parents who do not exclusively breastfeed may:

- Switch exclusively to infant formula
- Start **Mixed Milk Feeding (MMF)**; a widespread feeding reality defined as the **combination of breastfeeding and formula feeding** during the same period²

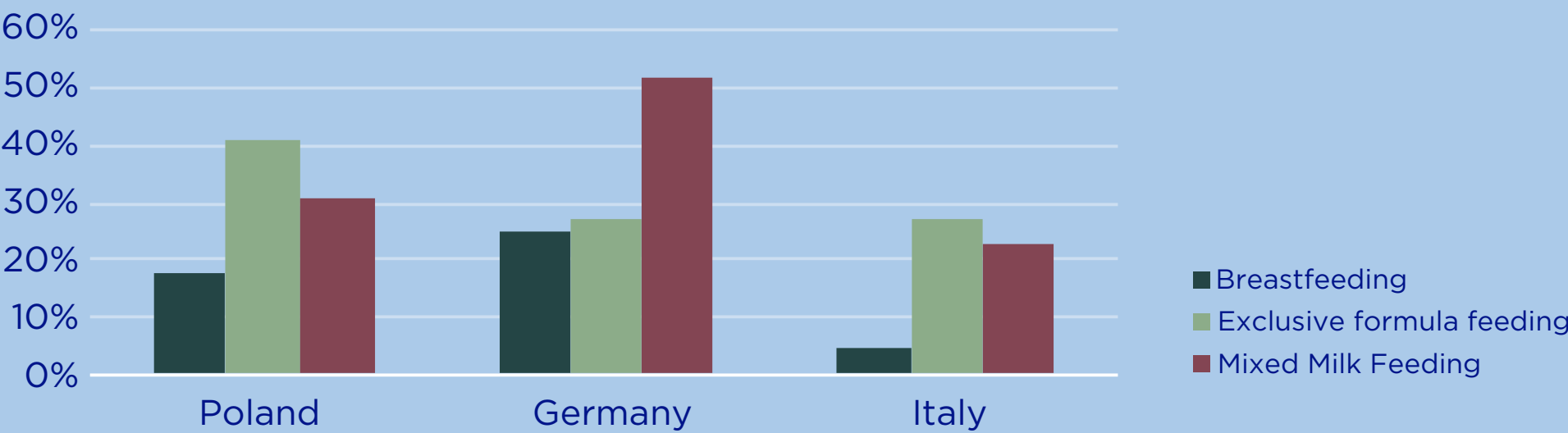


*longer than the average Exclusive Breastfeeding duration
**across different age groups

Introducing MMF is one way for some parents to extend the breastfeeding journey for longer^{*3}

When introducing an infant formula, and regardless of the feeding journey, parents look for something as close as possible to breast milk⁴ and the **advice of Healthcare Professionals (HCP's)** plays an **important role for parents**⁵

HCPs' INFLUENCE ON FEEDING METHOD



Inspired by
50
years
of advanced Breast
Milk research

Coming soon
Our **specially designed formula** suitable
for combination feeding



REFERENCES

1. World Health Organisation (WHO), Global Strategy For Infant and Young Child Feeding, World Health Organisation, Geneva, 2003. **2.** Monge-Montero, C., L. F. van der Merwe, K.Papadimitropoulou, C. Agostoni and P. Vitaglione (2020). "Mixed milk feeding: a systematic review and meta-analysis of its prevalence and drivers." Nutrition Reviews. **3.** Milk U&A Ipsos (UK, Argentina, Italy, Thailand, Iran, Indonesia, France, Australia). **4.** SKIMgroup, Consumer Value Analysis 2020 in DE, UK & FR, 2289 mums of babies in the age 0-12 months. **5.** Frontier consulting, Italy U&A milks 2015, Poland U&A study Kantar 2018.

IMPORTANT NOTICE: Breastfeeding is the best for babies.
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