

Time for Harmony and Calma

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Medela helps mothers
breastfeed longer



From research to reality

Breastfeeding is one of the most natural things for mothers and babies. We wanted to fully understand how babies master this complex series of actions and got involved in research with scientists at the University of Western Australia. This close collaboration has resulted in a significant contribution to developing our understanding of the interaction between mother and baby during breastfeeding.

Through this collaboration we have gained insights that have significantly improved our products and have led to entirely new solutions. One of the most important results is the development of 2-Phase Expression Technology.



What makes the 2-Phase Expression Technology unique?

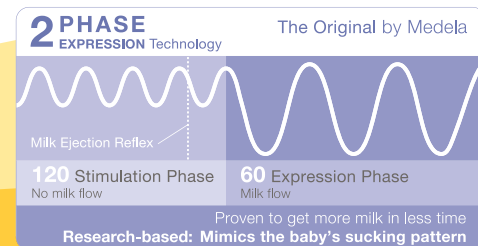
During our breastfeeding studies we have learned from those who know best: the babies. In nature, they first stimulate the breast with fast, light sucking, then follow with slower, deeper sucking when the milk flows. At Medela we integrated this natural sucking behaviour into our breastpumps and have created Harmony – the first manual breastpump to offer 2-Phase Expression Technology.



Harmony breastpump



Expressing with Harmony is not only much more comfortable, but also very efficient. Mothers can significantly reduce the time taken to express, because the milk flows faster and more easily. Expressing after a breastfeeding session can help to stimulate milk production. Assembly is easy, and the pump is light and portable.



Harmony is the best solution when ...

- ... a convenient and compact manual breastpump is required.
- ... a mother needs just a short time away from her baby.
- ... a short term solution is needed to overcome breastfeeding problems.
- ... help is needed with flat or inverted nipples (the pump can help to draw out the nipple).



How does a baby feed at the breast?

During some of our most recent studies, we discovered that vacuum plays a key role in the baby's ability to breastfeed successfully. They learn that reward is not instant, and with a combination of tongue and jaw movement, they develop a unique feeding behaviour. They must work at the breast to feed successfully. Not so using a standard bottle and teat.

Mothers obviously want to make sure that the valuable breastmilk they have carefully expressed is fed back to their baby in the healthiest and best way possible. Medela offers innovative solutions with this in mind.



Baby applies vacuum
→ milk flows



Revolutionary innovation!

A conventional teat forces a baby to change his natural feeding behaviour. Even if the baby is not actively sucking, the milk flows freely and the baby must stop the flow of milk in order to pause and breathe.

To avoid this, we have developed a new feeding solution: Calma. With Calma, the milk will only flow if the baby works and creates a vacuum to withdraw the milk. This enables the unique breastfeeding sucking behaviour to be used with Calma.



Calma with 150ml bottle

| unique feeding solution designed for breastmilk

For the breastfeeding mother,
Calma means ...

- ... she needs just one type of teat throughout the time she is breastfeeding.
- ... the baby can feed, pause and breathe regularly.
- ... milk will only flow when a vacuum is created.
- ... milk flow stops when the baby relaxes to pause and breathe.
- ... her baby's natural sucking rhythm will be maintained enabling easy transition back to the breast.



This is absolutely unique!

What sets Medela apart?

Medela passionately transforms research findings into the most advanced breastpump technology. For almost 50 years, Medela has helped to enhance babies' health through the life-giving benefits of breastmilk and supports mothers during their breastfeeding experience – making it as safe and easy as possible. Medela strives to understand nature and has become a leading expert in breastfeeding over the years.



What are the advantages to you when you offer Medela's products and solutions?

- | Latest research findings are integrated in our products and solutions.
- | You can offer an optimal solution to breastfeeding mothers.
- | Offering Medela's breastfeeding products helps you increase your reputation.
- | When you have happy customers, they trust and recommend you.

Trust nature!
Trust Medela!