

Rental Station and Breastfeeding Centre

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Equipped with
research-based
breastfeeding solutions



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.

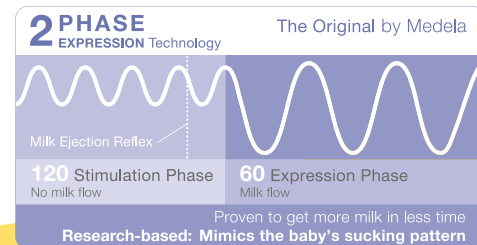


Symphony breastpump



What makes the 2-Phase Expression Technology unique?

During our breastfeeding studies we have learnt from those who know best: the babies. In nature, they first stimulate the breast with fast, light sucking, then change to slower, deeper sucking when the milk flows. So we integrated this natural sucking behaviour in our hospital grade breastpump, Symphony, the pump that has been developed and designed for use in hospitals and in rental stations.





More milk in less time – with Symphony

Studies show that mothers using Symphony will generate more milk in less time - thanks to the 2-Phase Expression Technology.

The pump is ideal if long-term or frequent pumping is needed. It feels completely natural to the mother, along with a high level of efficiency. It can help stimulate milk production: expressing after each breastfeeding session can help to increase the milk supply.

Symphony is gentle on the delicate tissue of the breast – which is extremely important for pumping mothers who have sore or cracked nipples or even mastitis. Handling Symphony is easy – even though it offers a variety of technical features, its one-knob control means it is intuitive to use.



1 Easy operation with one-knob control

Safe and hygienic operation

A membrane protects the pump set and keeps it completely separate from the pump mechanism, thus preventing milk overflow that might contaminate the pump. Thus Symphony not only responds to the needs of mothers, but also meets the highest standards of safety and hygiene required by hospitals and rental agencies.



Rental pumps

! come with personal kits



Symphony is the preferred choice of a mother when ...

- ... she is separated from her baby (depending fully on a pump or going back to work full time).
- ... she wants to try out a pump and intends to buy one later.
- ... multiple births.
- ... she wants to continue using the approved hospital grade pump she used in the maternity unit.
- ... doctors or midwives recommend the product.
- ... she prefers renting to buying.
- ... breastfeeding problems arise (too much/too little milk, mastitis, cracked or sore nipples). The rental cost of Symphony may be covered by certain health insurance companies.

How does the baby feed at the breast?

During some of our recent research, it was 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

Calma: the right solution for breastfeeding mothers

There are so many teats and teat sizes on the market, that it is hard for a mother to decide when faced with so much choice. Mothers are standing in front of the shelf and are asking for your advice.

Do you sometimes have difficulty in recommending the right teat? What do you recommend for breastfeeding mothers who pump?

These mothers want a solution that does not impact their breastfeeding.

Calma is the solution for you!



For the breastfeeding mother, Calma means ...

- ... she needs just one type of teat throughout her breastfeeding duration.
- ... 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!

Technical advantages of Calma



- 1 Milk flow is regulated by the vacuum created by the baby and controlled by the milk flow control system.
- 2 Stabilisers prevent the outer layer from collapsing and help to make it stable.



- 3 Bottle is vented through the air venting system. Milk release is not connected in any way to how tightly the teat is screwed on.



Multi-lid (with 2 functions)

- 4 closes bottle tightly and securely.
- 5 keeps it hygienic and clean during transportation.



Protective cap

- 6 protects Calma.

Seize the opportunity and ask your customers ...

- ... **do you breastfeed and sometimes express?**
- ... **did you know that your baby has his own individual feeding behaviour?**
- ... **are you going back to work but want to continue breastfeeding when you are together?**
- ... **is it important to you that your baby returns to the breast?**

Calma is the right solution for breastfeeding mothers who pump

And what does it mean to have Calma in your portfolio as a retailer or pharmacist?

- | With Calma you have the optimal solution for breastfeeding mothers.
- | Cover all the needs of breastfeeding mothers with one size.
- | Calma gives you security when advising mothers, as it is completely based on scientific research results.
- | Mothers will be thrilled - and happy customers will want to buy from you again and will recommend your company.
- | This product completes the Medela breastfeeding solution: Medela is a partner committed to research product range and helps you to stand out from the competition.
- | With Medela you have an experienced and competent partner at your side who support you with advice and practical know-how.



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 as simple 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?

- | Our research-based findings are reflected in our product solutions and services.
- | Guaranteed to offer your customers optimal breastfeeding solutions.
- | Our complete breastfeeding solution helps you to set yourself apart from competition.
- | We are well-known in hospitals and you can benefit from this good reputation.
- | When you have happy customers, they trust and recommend you.

Trust nature! Trust Medela!



Medela - the complete solution provider

Medela offers a complete solution of high quality breast-feeding products. Products to express, collect, store, warm and feed breastmilk as well as products to take care of the lactating breast.

You receive all this – from a single source.



Medela worldwide

Medela serves customers through a worldwide network of distribution partners in more than 90 countries, and its 15 subsidiaries.

Medela continues to grow under the ownership of the Larsson family and has over 1,000 employees globally, 260 of whom are based at the head office in Baar, Switzerland.

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| China | Sweden |
| France | Switzerland |
| Germany & Austria | United Kingdom |
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| Japan | |