

The award-winning Pump In Style® from the #1 recommended brand by doctors, hospitals and moms*.

For nearly 25 years Pump In Style® has helped over 10 million moms to reach their breastfeeding goals, so they could continue providing their babies with breast milk for longer.

To build on our growing understanding of lactation science, we have re-invented our most popular breast pump to bring to moms new and improved features:

maxFLOW™ micro-vibrations for effective breast milk expression

Intuitive controls with 4 buttons

Closed system at the kit – to prevent breast milk from entering the tubing

PersonalFit Flex™ breast shields – proven to help moms get **11.8% more milk****



medela 

NEW Pump In Style®
with **maxFLOW™**

Highly effective hospital performance



NEW

DOCTOR RECOMMENDED
#1
BREAST PUMP BRAND*

For more information, visit [MEDELA.US](https://www.MEDELA.US)

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* IQVIA ProVoice Survey, September 2018 – August 2019; Medela 2017 Managed Markets Pulse Study; Medela 2018 U.S. Breast Milk Feeding Report.

**Sakalidis VS et al. Acta Obstet Gynecol Scand. 2020. DOI: 10.1111/aogs.13897

***Explorative cross-over pilot study, UWA, 2020 (n=8)

Innovative MaxFlow™ micro-vibrations

Pump In Style® vacuum mechanism combines Medela research-based 2-Phase Expression® technology with MaxFlow™ technology. Advanced motor generates vacuum with micro-vibrations for effective breast milk expression.

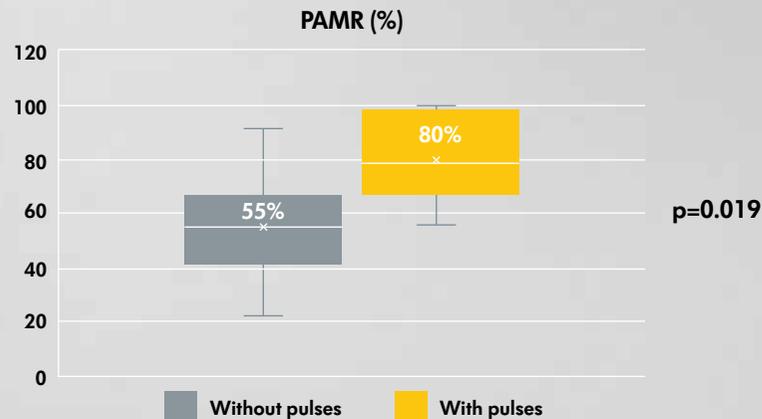
Inspiration behind the technology:



The lungs and breasts ductal and alveolar structures share similarities.

Lactation researchers at The University of Western Australia observed that the use of high frequency oscillatory ventilation had been shown to assist with gas transport in and out of the infant lung.

Using this known biological concept as an inspiration, a pilot cross-over study was conducted at The University of Western Australia, in which non-pulsed vacuum was compared to pulsed vacuum, while maintaining the same curve shape. It showed that the MaxFlow™ pulses (micro-vibrations) added to the vacuum, generated a significant improvement in breast drainage at maximum comfort vacuum. The mean percentage of available milk removed (PAMR) increased from 55% to 80%.***



Highly effective, yet easy to use

Hospital Performance
inspired by Symphony®

PersonalFit Flex™
breast shields with comfortable soft rim and oval shape for a better fit*

Closed System
at the kit prevents breast milk from entering the tubing¹

+11.8%
more milk

NEW maxFLOW™ technology
designed to increase milk flow



Few parts,
easy to clean
and assemble

4 simple buttons
for intuitive use

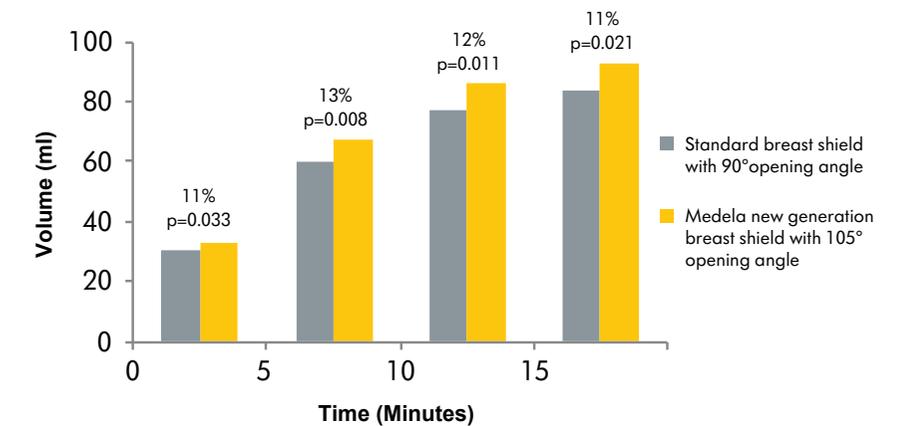
Pre-programmed research-based settings to help moms find their maximum comfort level

Next generation breast shields, PersonalFit Flex™ and PersonalFit™ PLUS

Medela's new generation breast shields were tested in four clinical studies with breastfeeding moms. Across more than 1,000 pumping sessions, they delivered more comfort and efficiency.

- Compared to standard 90° breast shield openings, the new generation 105° opening angle better matches different shapes and sizes of breasts.
- The new breast shields reduce the risk of milk duct compression, helping milk to flow more freely.
- With the new breast shields moms were able to get on average 11.8% more milk, compared to standard 90° breast shields.

Significantly more milk volume and more efficiency (ml/min)



Assembled in the USA

¹using other connectors can cause irreversible damage to your breast pump.

