

Supporting Breast Milk Initiation

Helping moms get things right from the start will have a substantial impact on long-term milk production success.



The top two reasons moms choose to stop breast milk feeding are sore nipples and inadequate milk supply.* Medela has solutions to support moms through these challenges.

*American Academy of Pediatrics

Solutions for Sore Nipples



Tender Care™ Lanolin: Made from all natural ingredients that are safe for mom and baby, even while breastfeeding. Goes on smooth, providing soothing relief



Tender Care™ Hydrogel Pads: Reusable, countered gel pads offer cooling relief and protection

Solutions for Inadequate Milk Supply



PersonalFit™ Breast Shields: A correctly fit breast shield is essential for comfort and pumping efficiency. Visit MedelaBreastShields.com for sizing guidance



Tender Care™ Lanolin: Supports a more comfortable pumping experience when used with a correctly fit breast shield



Symphony® PLUS™ Breast Pump: Offers Initiation Technology™, a pumping pattern designed to mimic a newborn's sucking pattern to help initiate breast milk production

Medela provides the right technology to support moms' breast milk feeding journey. To learn more about the Symphony PLUS breast pump with Initiation Technology, visit InitiateBuildMaintain.com.