

# HAPPY BABY = HAPPY MOM

Congratulations! You've given birth and now cradle a precious newborn in your arms. Naturally, your maternal instincts are on high alert and you'll do your best to give your child the best of everything.

Breastfeeding is best for your baby. This has long been established by the American Academy of Pediatrics. Currently, they recommend that all infants should exclusively breastfeed for the first six months of life and then continue along with the introduction of solids and other liquids until age one. Breastfeeding has numerous benefits for the baby. In addition to providing optimal nutrition, breastmilk helps build immunity, may reduce certain allergic diseases, promotes better physical and emotional development through skin-to-skin contact, lowers the risk of sudden infant death syndrome, and can boost cognitive development. Best of all, it's free and always available at optimal temperatures.

It is understandable that breastfeeding should benefit babies since breastmilk was created for them. But does nursing benefit the mother too? Certainly. In the hours and days after birth, an infant's suckling on the mother's breast promotes the production of oxytocin, which helps the uterus contract to its pre-pregnancy size and position. Breastfeeding also produces the hormone prolactin, which promotes peace and a nurturing sensation, helping the new mother relax and focus on her child. According to some studies, breastfeeding may reduce rates of breast and ovarian cancer, as well as type 2 diabetes, rheumatoid arthritis, and cardiovascular diseases.

## Learn about Lactivate™

Lactivate™ comes in two forms, tablet and liquid. Both contain Vitamin C, Folic Acid, Choline, Red Raspberry Leaf, Stinging Nettle Leaf, and Inositol. The liquid formula includes additional herbs such as Shepherd's Purse, Chaste Tree Berry, Goats Rue, Fenugreek and more.

Lactivate™ provides advanced lactation support. It can help a new mother nurse comfortably and build her milk supply to meet the child's needs. Lactivate™ may also improve the quality of mother's milk, ensuring that the baby gets optimal nutrition. Furthermore, by taking Lactivate™, the body's natural hormonal responses to breastfeeding are augmented, helping mom fully enjoy the benefits of breastfeeding.

## When It Doesn't Go As Planned

For some lucky moms, breastfeeding goes off without a hitch; mother and baby instantly learn each other and have a comfortable experience from the first moment on. Other mothers are not so lucky. From the common, but painful, sore and cracked nipples to blocked milk ducts, inadequate supply and staining issues, some moms have a difficult beginning. Fortunately, there is help available so that mothers and babies can experience the beauty and bonding of breastfeeding.

Sore nipples may be a result of an improper latch or thrush. Consult with a lactation consultant or your healthcare provider for help with these issues. Blocked milk ducts and breast infections may need some input from a healthcare practitioner, but make sure to nurse your baby often, offering the affected side as much as possible.

Understandably, the quality of a mother's milk depends on the mother's nutrition. A healthy, balanced diet, high in protein and with 500 extra calories daily, is the key for adequate milk supply and successful nursing. But it's not always easy for a new mother to be completely focused on her dietary intake. Furthermore, sometimes there is a nutritional imbalance which diet itself cannot fix. Enter Lactivate™, a supplement specially formulated for the nursing mother, which supports and promotes the milk supply and may boost the benefits of breastfeeding.

Breastfeeding offers the ultimate opportunity for bonding with the baby. Taking Lactivate™ is a smart step in avoiding difficulties that may crop up during this wondrous experience. The twice-a-day ingestion can provide months and months of benefit for both mother and child.



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