

Are you safely feeding your baby?

From: 🍼 Minbie | info@minbie.co.uk

Wednesday, 3 Oct 2018, 5:25 AM

To: **S Rosso** | kelly@kmwade.com

👶 only 20% immunity

minbie

WHETHER EBM OR FORMULA,
ARE YOU SAFELY FEEDING
YOUR BABY?



Dear S

I hope you found my previous email about how to sterilise your baby bottles useful. Of course, the benefits of sterilising your baby's bottles will be reduced if what's going into them isn't safely produced. Similarly, if you're not safely storing and transporting your baby's feeds, you're also going to be reducing the effectiveness of your sterilisation efforts. So, this week I'd like to share some information that I hope will help you do just that.

For babies that are fed formula



If you're feeding your baby with formula, check out our blog post on how to safely prepare baby formula...

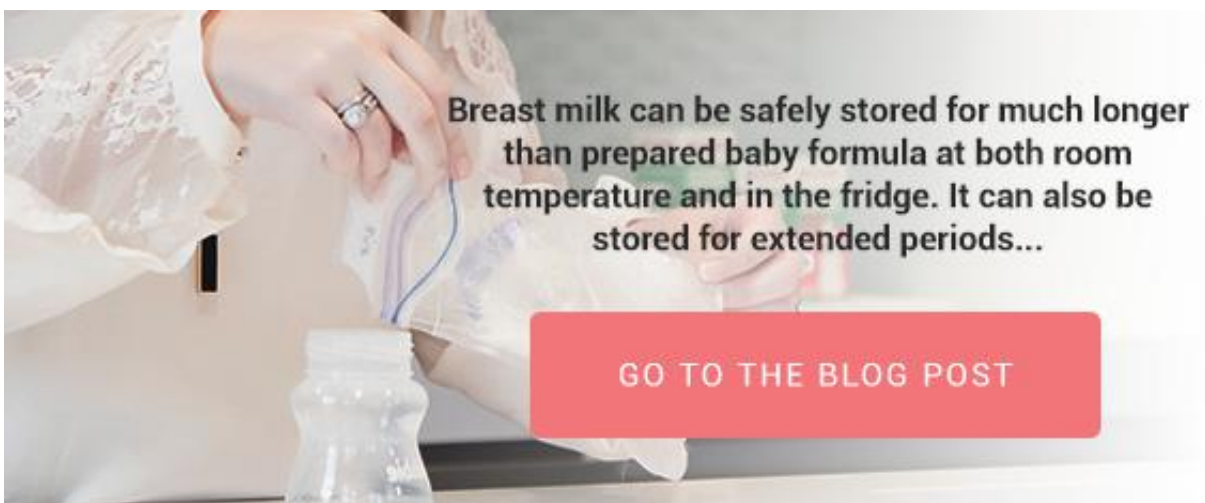
GO TO THE BLOG POST

It's packed full of information about how to mix up baby formula as well as how to safely store and transport it. As an example, established safety guidelines state that prepared baby formula should not be stored for longer than 24 hours in the fridge.

There're plenty of other informative tidbits in that blog post too. For instance, did you know that the way you dissolve powdered baby formula can affect how gassy your baby is? And, did you know that there's no evidence to suggest that toddler formula is any better for older babies than baby formula is?

For babies that are fed expressed breast milk (EBM)

Breast milk can be safely stored for much longer than prepared baby formula at both room temperature and in the fridge. It can also be stored for extended periods in a freezer - but the guidelines differ depending on how cold your freezer is. So, we've prepared a blog post on [how to safely store and transport expressed breast milk](#) that summarises the well-researched guidelines on breast milk storage so you know how to look after the milk you or your partner laboured to express.



Breast milk can be safely stored for much longer than prepared baby formula at both room temperature and in the fridge. It can also be stored for extended periods...

GO TO THE BLOG POST

Because that's the thing isn't it? Formula may be expensive but expressing breast milk can be really hard for some women. That's why my team has also prepared a blog post on [how to safely express breast milk](#).

Many mothers seem to struggle with their milk supply. It's precious stuff, breastmilk, so it can be disheartening when, after what feels like an age of pumping, you're left with minimal millilitres...

GO TO THE BLOG POST

If you've had this problem, try expressing at least once between midnight and 4 am, even if it means having to get up an extra time during the night. As you'll learn in our [blog post](#), this can help because your milk-producing hormone peaks at that time of night.

There are other things you can try too. You might find one of the different methods of pumping is more effective for you than the others. You can find out all about the different methods of expressing breast milk in our [blog post](#). More frequent pumping can also help stimulate supply. Most importantly, look after yourself – when you sit down to express, the calmer you are, the better. If you're not with your baby, it may help to spend a quiet moment thinking about Bub or have a little photo of them nearby. These things can help stimulate your let-down reflex.

If you've got the opposite problem and have too much expressed milk in your fridge, then freezing the excess is a great option and can be really handy if your baby goes through a hungry phase in the future. But you don't want to waste any of that precious milk so make sure you know how to [safely store your excess expressed breast milk](#).

What's up next

In keeping with the current theme of my emails, my **next email** will be all about feeding your baby. Whether you're bottle feeding or breastfeeding your baby, there'll be some info in there that's relevant to you.

Best wishes

Julia

Julia Wilson

Minbie Co-founder

AWARD
WINING
DESIGN



Warning: While on this email list, you will receive great content and incredible coupons.

But...

If you choose to unsubscribe, kiss goodbye to all of these bonuses. You'll no longer receive incredible content and will miss out

on amazing coupons.

If you don't care about any of that, that's ok, no love lost. Just hit the unsubscribe link & we'll instantly take you off of our list. We will miss you though.

Click here to unsubscribe >> [Unsubscribe](#).

Minbie - I SIP Trading Pty Ltd, Dunton distribution centre, Christy way, Basildon, Essex, SS15 6TR

