



Mother & Childcare

For professionals



Designed to easily combine breast- and bottle-feeding

Innovative infant feeding solutions for today's parents



Philips Avent offers an innovative natural teat and bottle range that:

- provides infants with an intuitive feeding experience that is as close to breastfeeding as possible
- gives babies the best start in life by helping them receive breast milk for longer.



The First Flow 0 Month Teat has a breast-shaped nipple for natural latch-on and can be used to combine breastfeeding and feeding breast milk

“Inspired by natural breast physiology”

As the baby grows, Philips Avent offers a range of natural teats with varying flow rates. This provides babies with a natural feeding experience at each stage of their development.

New!

First flow
1 hole

Newborn
1 hole

Slow flow
2 holes

Medium flow
3 holes

Fast flow
4 holes

Variable flow
slot cut

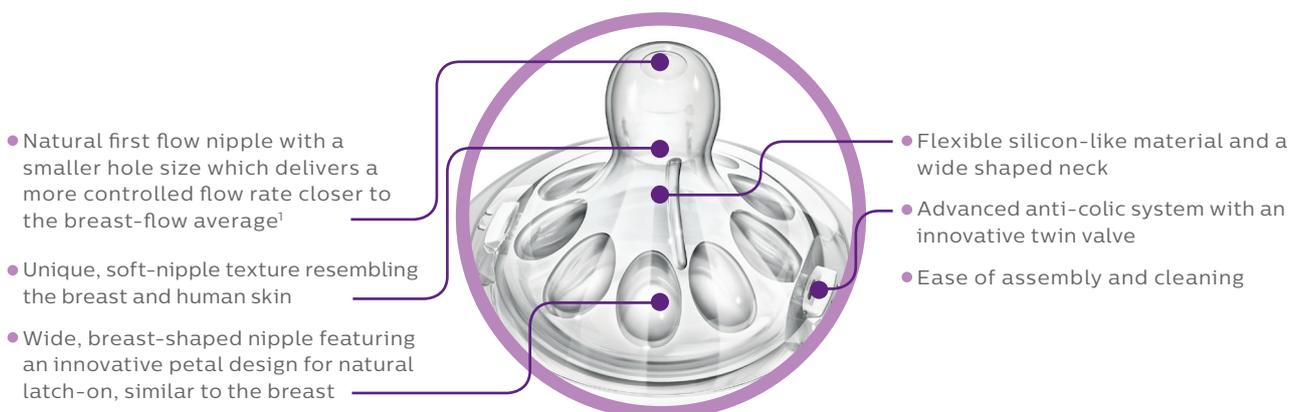
Thick feed
Y-slot



For Healthcare Professionals

Introducing the Philips Avent First Flow 0 Month Teat and 2 oz/60 ml Bottle

The First Flow 0 Month Teat and 2 oz/60 ml bottle are designed specifically for very young babies or newborns.



Modern bottle designs are associated with improved infant welfare

Use of a feeding bottle with anti-vacuum features, in a randomised trial among infants, was associated with less distressed vocalisation and a greater amount of time spent awake and happy, compared with feeding using a conventional bottle.² The teat design delivers a more controlled flow rate to suit the newborn needs.

Parents' preferences

Mothers awarded significantly better scores for ease of assembly and ease of cleaning for the Philips Avent bottle compared with another bottle in a study conducted by researchers at the University College London (UCL) Institute of Child Health.³ One hundred percent of the Philips Avent users awarded above average scores for ease of assembly and cleaning.

The new First Flow 0 Month Teat and 2 oz/60 ml bottle, inspired by natural breast physiology, helps parents to combine breast- and bottle-feeding whilst encouraging the baby to still want to feed from the breast.

What parents say.....

Studies, mostly conducted in the USA and Australia, report the following common reasons women give for choosing to express milk:

- to enable someone else to feed their baby^{4,5-7}
- to avoid or overcome difficulties associated with breastfeeding, pre-term birth, and maternal illness^{4,8,9,10}
- concern about oversupply or undersupply^{4,6,9,11}
- in order to be able to return to work.^{4,9,12}



References: 1. Woolridge MW, et al. *Early Hum Dev* 1982;365-373; 2. Lucas A, St James-Roberts I. Report of the 105th Ross Conference on Pediatric Research Columbus, Ohio: Ross Products Division, Abbott Laboratories; 1997;68-77; 3. Fewtrell MS, et al. *BMC Res Notes* 2012;5:150 4. Labiner-Wolfe J, et al. *Pediatrics* 2008;122:S63-S68; 5. Johns HM, et al. *BMC Pregnancy Childbirth* 2013;13:212; 6. Johnson S, et al. *Soc Sci Med* 2009;69:900-907; 7. Flaherman VJ, Lee HC. *Pediatr Clin North Am* 2013;60:227-246; 8. Binns CW, et al. *Breastfeed Rev* 2006; 14:5-9; 9. Clemons SN, Amir LH. *J Hum Lact* 2010;26:258-265; 10. Geraghty SR, et al. *Breastfeed Med* 2012;7:112-117; 11. Dykes F, Williams C. *Midwifery* 1999;15:232-246; 12. Fein SB, et al. *Pediatrics* 2008;122:S56-S62.

