

PHILIPS

AVENT

# Philips Avent Electric Breast Pump

a feeding solution that adapts to mom

While breastfeeding is a unique and beautiful journey, it's not always easy. Breastfeeding can be time intensive and women can experience difficulties with latching, discomfort, or nipple soreness.

The Philips Avent Electric Breast Pump enables women to express comfortably and efficiently, while maintaining the benefits of feeding their baby breast milk.



## Clinically proven effectiveness\*

A clinical study with breastfeeding mothers showed the Philips Avent Electric Breast Pump enabled milk ejection in **under 50 seconds\*** (time to milk ejection reflex, Double electric breast pump)



Positive feedback received from the moms involved in the study saw **97%** of mums participating agree that our electric breast pumps are **effective\*\***. **97%** of moms also agreed that it was **comfortable** to use



## Inspired by baby

Based on extensive research, this unique breast pump mimics a baby's natural feeding process



Inspired by peristalsis, the special, **wave-like tongue motion** that babies use to help release milk faster



**Natural Motion Technology** uses frequency, intensity and nipple stimulation for pumping that is **simple, fast and gentle**

## Adapting to moms' needs

A one-size-fits-all soft, silicone shield **gently adjusts to 99.98% of nipple sizes** up to 30mm, so mothers can feel confident that this is the right feeding solution for them\*\*\*



Designed to provide a **quiet and discreet** experience so moms feel comfortable expressing anywhere



A range of expression and **stimulation settings** can be tailored to meet **individual** expressing needs



## Easy to use and effective...

The intuitive memory and automatic transition from stimulation to expression enables **hassle free use**



\*Average time to MER 46.1 seconds, with a standard deviation of 19.1 seconds. Based on milk flow initiation time (time to Milk Ejection Reflex - MER) results from clinical trial with 20 participants (Netherlands, 2019).

\*\*Based on product clinical trial results with 20 participants (Netherlands, 2019), average score for single and double electric breast pump; 95% of participants agree that our breast pumps are effective (single electric); 100% of participants agree that our breast pumps are effective (double electric)

\*\*\*Based on: (1)Mangel et al. Breastfeeding difficulties, breastfeeding duration, maternal body mass index, and breast anatomy: are they related?. Breastfeeding Medicine, 26 april 2019, ((109 participants, Israel); (2)Ziemer et al. Skin changes and pain in the nipple during the 1st week of lactation. Journal of Obstetric, Gynecologic & Neonatal Nursing, May 1993, (20 participants (Caucasian), USA); (3)Ramsay et al. Anatomy of the lactating human breast redefined with ultrasound imaging, 2005, (28 participants, Australia).

