



The Golden Hour is Here!

Most babies will attach and begin to nurse and remove colostrum without assistance after birth when placed skin-to-skin with their mother. If the baby is born prematurely or is unable or willing to nurse, the mother may need to do this herself. Even those who have lots of experience with breastfeeding may be surprised to see how much colostrum can be expressed within the 1st postpartum hour. It is indeed the **Golden Hour** for breastfeeding mothers!



Why Hand Express???

- Colostrum may not be removed well by even high quality breast pumps.
- Hand expression is an easy and fast way to remove colostrum if your baby is unable or does not nurse after birth.
- Colostrum is life saving medicine for pre-mature babies.
- Colostrum is an essential part of your babies care and prevents illness and infection
- Please view the video below for helpful tips on how to hand express your colostrum.

<https://stan.md/2eXWpmH>



Hold smart phone camera over code for 2-3 secs to access website.

Thank you for providing your milk to help us take care of your baby!

▶ ▶ ▶ Interesting fact!

Removing colostrum effectively during the 1st hour can increase future milk making potential by 130% (vs 2-6 hours after birth). This is time sensitive! 1st hour colostrum removal is the strongest signal for future milk production.