

nipple care cream



Janet Balaskas explains how this natural cream can help to make the start of breastfeeding easier

Research proves without doubt that breastfeeding is the best way to nourish your baby. While breastfeeding is pleasurable as well as beneficial, most mothers need to protect their nipples in the beginning. We have formulated Active Birth Nipple Care Cream based on research findings that a rich, greasy cream that nourishes and intensively moisturises is the most effective way of maintaining the natural suppleness of your nipples.

All you need to do is apply a small quantity every day in late pregnancy and then after every feed in the early weeks to help prevent problem skin. Aside from being a highly effective moisturiser, this cream is as pure and natural as possible.

Preparation for breastfeeding happens naturally in late pregnancy. You will probably have noticed some enlargement and tenderness of the breasts as the milk producing glands become more active.

The areola or area around the nipple may darken and the glands which look like little bumps and circle the areolae, become more prominent. These produce natural lubricants to soften the nipples.

In the last month of your pregnancy it's a good idea to avoid using soap and to gently massage your breasts after bathing. You can already begin to use a tiny amount natural nipple care cream which is especially formulated to increase softness and suppleness of the nipples.

Why is nipple soreness so common in the early days of breastfeeding?

Soreness can occur at the tip of the nipple or at the base of where it joins the areola. This may be caused because your baby is not positioned well or latching on correctly, and therefore the sucking could be creating trauma to your nipple.

Making sure your baby is latching on correctly is the first thing you should check.

Applying a small quantity of Nipple Care Cream to your nipples and areolae between feeds will help to prevent, soothe and alleviate soreness.

Detailed information about caring for your baby and breastfeeding can be found in 'Natural Baby' (£12.99) by Janet Balaskas available from www.activebirthcentre.com.

Why is moist wound healing the best treatment for cracked nipples?

If you get a crack on your nipple (similar to a crack that you can get on your lips when you have a cold) have faith that it will soon heal. It is best to continue breastfeeding if you have sore or cracked nipples. If you stop feeding, the breast may become engorged, and worsen the problem. Breastfeeding may be uncomfortable while healing is taking place.

Through our research **we discovered** that moist healing is far and away the best type of treatment for your nipples if they are sore or cracked. Rich greasy, waxy creams that nourish and intensively

moisturise the skin have proven the most effective treatment for cracked skin.

These **4 pure plant ingredients** are what makes Active Birth Natural Nipple Care Cream so effective:

Grape Seed Oil (*Vitis vinifera*) is moisturizing and nourishing due to its high linoleic acid content. It also helps promote tissue elasticity, reduce swelling, restore collagen and improve peripheral circulation. It helps to strengthen cell membranes, and protects the cells from oxidative damage.

Calendula (*Calendula officinalis*) - is considered to be an excellent remedy for any skin abrasions or soreness. It's used to soothe inflammation of the skin and mucous membranes and to reduce body scars, soothe chapped skin and eliminate broken capillaries.

Jojoba aids in the treatment of dry, cracked skin. It acts as a tonic, emollient and moisturiser. It contains potent antibacterial substances which soothe and protect the skin. Jojoba and is rich in fatty acids that moisturise and assist in the restructuring of stressed skin cells.

Vitamin E is a major anti-oxidant nutrient which retards cellular aging due to oxidation. It aids in bringing nourishment to cells and strengthens the capillary walls.

Here's what new mothers have said about why they found Active Birth Natural Nipple Care Cream indispensable:

'The most brilliant stuff ever invented. My cracked nipple began to heal almost immediately!'

'I just wanted to say thank you. I massaged my nipples with your cream every day in the weeks before Jemma's birth. The change in the softness and suppleness of my nipples was apparent almost right away.'

'Ben took to the breast without a problem and I haven't had any soreness or cracks! I'd recommend this cream to any pregnant mum.'

'Your nipple cream worked for my sore, bleeding nipples,

when other creams I tried didn't. It was a real life saver.'

'Excellent - my wife swears by it. It's the most soothing cream she has come by.'

Nipple Care Cream

£12.95 30g

3 ways to order

Online www.activebirthcentre.com - shopping

Phone 020 72816760 Ext 22 -

please have your credit card details ready

Fax 020 72638098

100% Money Back Guarantee

All Active Birth products are backed by our 100% no-quibble refund guarantee. If for any reason you wish to return any product, you may do so within 60 days of purchase for a full refund



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A natural product which contains no artificial additives or chemical agents.
This oil may not be suitable if you have a nut allergy.