



# haberman

suckle feeder



# Suckle Feeder

**We support breastfeeding as best for baby and we don't believe in teaching babies a different way to feed.**

The Suckle Feeder is a patented baby bottle designed for breastfeeding mothers who want to give their babies expressed breast milk (and as a better alternative, for those who bottle-feed). The Suckle Feeder is an important new product because there are clear and demonstrable health differences between bottle and breastfed babies and yet only a small minority of babies are exclusively breast-fed. Conventional bottles teach babies a different way to feed. There are no other baby bottles on the market that require the baby to actively suckle.

- Over 25% of women with newborns don't (or can't) breastfeed.
- Over 50% of women aren't breastfeeding at 6 weeks.
- Less than 1% of babies are breastfed exclusively at 26 weeks

(Government Statistics. Dept of Health, UK)

The Suckle Feeder was created in response to this real need;

**"The majority of babies are bottle fed and bottle fed babies need to grow like breastfed babies."**

(Government Statistics. Dept of Health, UK)

The Suckle Feeder is a new technology that works completely differently to all other feeding bottles. It is activated by natural suckling action and is designed to stimulate the same level of oral activity as breast feeding and to significantly reduce air ingestion.

The intake of air whilst feeding has been shown to be a particular issue for bottle fed babies. In trying to address this, the industry has developed products that require less effort and less activity. Delivering milk this easily is not good for the baby's development and can result in over-feeding. Research has connected over-feeding in early infancy with heart disease, obesity and diabetes in later life.

The Suckle Feeder provides an innovative solution to reducing the intake of air while feeding. This ensures that firstly, air cannot be swallowed from inside the bottle, even when nursing in the upright positions recommended by health professionals and secondly, its unique filter system removes microbubbles of air from within the milk.

Finally, the Suckle Feeder was designed to be as focused on mum as it is on her baby. A bottle must be intuitive to use and easy to clean, which is why the Suckle Feeder can be assembled hygienically, quickly, intuitively, at three in the morning with a crying baby in your arms.

# How it works

We don't teach babies a different way to feed.

Breast suckling engages over 40 individual muscles. It stimulates the respiratory system and increases oxygen supply. It is also very important for development of the oral musculature essential for eating and speech. Suckling contributes to better weight control and fewer problems such as colic.

The Suckle Feeder has a separate chamber, so the baby feeds from a closed teat. This prevents back-flow and results in a more natural suckling based system, i.e. it responds to jaw and tongue action, peristaltic motion, plus low negative pressure.

Instead of an open hole in the teat, the Suckle Feeder has a valve, which shuts between each suckle cycle, so the baby can relax and breathe without getting swamped.

Unlike other bottles, no milk flows unless the baby actively withdraws the milk, so the baby controls the flow and delivery of feed.

Research has shown that the baby's suckling movements are significantly diminished if milk flows too easily.

# So what's so important about a teat that stays full?

It provides a more natural, suckling based system that requires infants to work actively and enables them to feed and at their own pace.



Jaws apply pressure to the full teat as it does to breast milk ducts.



Tongue makes a wave pressing the nipple against the top of the mouth.



Tongue rolls the milk backwards, then lowers renewing the negative pressure to draw more milk through.

Another benefit of suckle feeding is that it helps reduce the intake of air. Air ingestion is a contributing factor to colic and other digestion issues. Even tiny air bubbles in an infant's stomach can lead to distress for the baby and the rest of the family. Vented bottles, special recipe formula and milk additives were developed to try and reduce the amount of air ingested, or to help it escape.

Our philosophy was simply to find where the air came from then eliminate it before ingestion.

# The Suckle Feeder limits air ingestion

The Suckle Feeder is designed to uniquely restrict the three routes to air ingestion from:

- Outside the bottle
- Inside the bottle
- Inside the milk

## **From outside the bottle**

Conventional, un-vented bottles are activated by suction. As milk is withdrawn, negative pressure builds up, eventually causing the teat to collapse. On releasing the teat to equalise the pressure, air enters the baby's mouth, from outside the bottle, and is swallowed.

Vented bottles were introduced to solve the above problem but they have a disadvantage. They allow the milk to flow too freely, requiring very little effort from the baby. Babies using vented bottles tend to guzzle, with excess milk often overflowing from their mouth. This unnatural way of feeding makes combining breast and bottle difficult. The baby can become lazy and reject the breast. Feeding too quickly may result in over-feeding and is bad for infant programming.

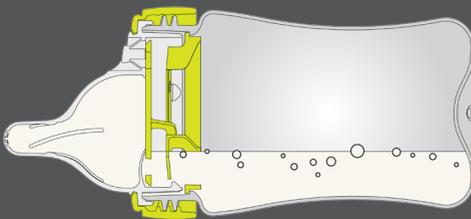
The Suckle Feeder is a new technology. The bottle is vented but the two chamber system prevents free flow. It requires the baby to extract milk using the same preistaltic action and level of oral activity as breast-feeding. The baby suckles rather than sucks, and the teat does not collapse, so the problems are resolved.

### **From inside the bottle**

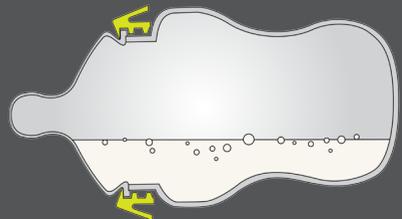
There is also a lot of air inside a bottle; in fact by the end of a feed it is full of air!

If the baby is fed in an upright position, as recommended by health professionals, then the milk level in a normal bottle will drop below the nipple tip, so the child draws air and milk from inside the bottle into their stomach. Alternatively, the baby can be fed prone but this risks feed entering the inner ear and increases indigestion, so is a contributor to colic.

To solve these problems, Suckle Feeder teat is designed to remain full of milk till the end of the feed so, babies can be fed in a more upright position without the risk of swallowing air from inside the bottle. This is particularly useful for babies with reflux.



Suckle Feeder



Conventional bottle

## From inside the milk

The action of pouring milk into a bottle and gently agitating it, to ensure a constant temperature, causes it to aerate. Large bubbles escape quickly but tiny micro-bubbles lack sufficient buoyancy to rise to the surface and are trapped by the heavy fat molecules in the milk. So the milk is full of air.

The Suckle Feeder is designed to fill the teat from the lowest point, where there are less air bubbles. It is also designed to filter the milk by tumbling it, rolling the micro bubbles together so they become bigger and so can push past the fat molecules and escape. In short, the Suckle Feeder is designed to help filter the air out of the milk before it enters the teat.



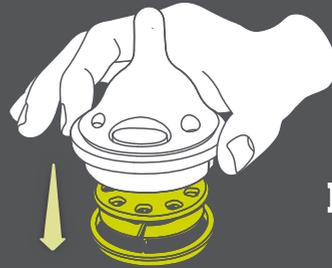
# Suckle Feeder

## An innovative design

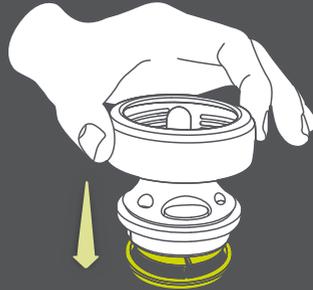
Made of five, BPA-free components, the Suckle Feeder is quick and easy to assemble, even at 3am with a baby in your arms. It is also very easy to take apart and clean.

No assembly aids or tongs required. No location or complex orientation. No fiddly bits. It is as simple as 'pop', 'snap' and 'twist'.

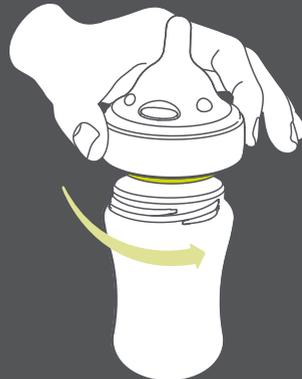
Our bottle neck is extra wide for mess-free formula dosing and our teat is designed to retain the filter so, the clever bits are kept in place and don't get in the way. The underside of the filter helps to break up and blend formula powder to ensure a smooth mix.



**POP**



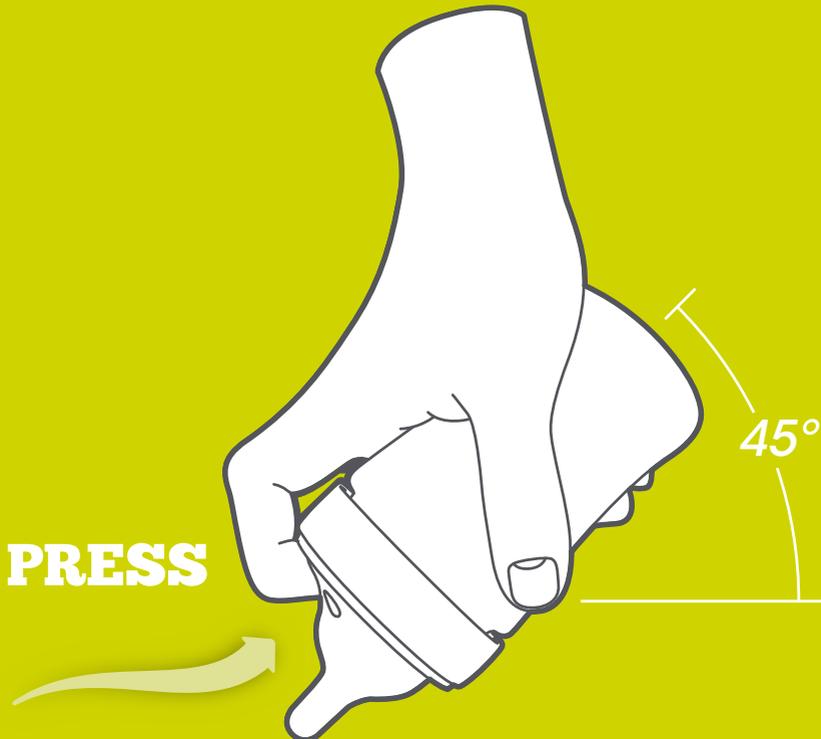
**SNAP**



**TWIST**

When ready to feed, simply tip the bottle downwards and press the button gently. The teat will fill with milk. Once filled, the nipple replenishes as the baby draws milk through whilst feeding. The teat stays full of milk, enabling a natural feeding experience.

We put as much effort into looking after the carer as we did looking after the baby. In case you forget to empty this innovative teat when you have finished the feed, we added a special feature ensuring the milk drains back into the bottle when you unscrew it, not onto your hand.

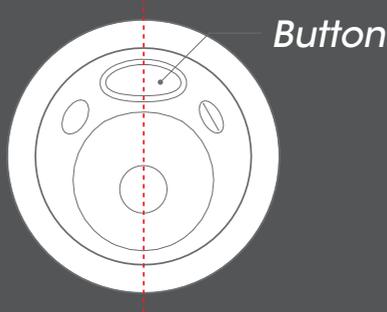


The Suckle Feeder is anthropometrically designed. It has the optimum size bulb at the base of the nipple for the baby to latch on and a malleable nipple that reaches as deep into the baby's mouth as the mother's breast.

It also emulates natural breastfeeding patterns. The flow rate can be adjusted or even stopped, to mimic the non-nutritive suckling that occurs at the start and end of a breastfeed. The no-flow position is particularly useful to ensure sympathetic introduction of the feeder to the baby. Once the baby has accepted and become familiar with the teat, the feeder can be slightly rotated and a gentle flow established.

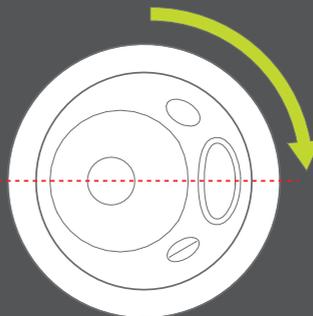
**For full flow:**

Position button pointing up.



**For slow flow:**

Rotate bottle 90° left or right



# Summary of the new Suckle Feeder

It compliments and supports breastfeeding, helping mums breastfeed for longer, even if they go back to work.

Because the baby does not learn a different way to feed there is less likelihood of nipple confusion, which means dad can bond and mum can have a break, or grandparents can feed expressed milk whilst mum is at work. Combination feeding is much more successful as the bottle responds in the same way as the breast.

## Designed with mum, dad and baby in mind

- Ultra easy to assemble, you can do it with one hand, in the dark. No tongs or aids required for assembly.
- Simple to use.
- Comfy to hold, ergonomic bottle.
- Easier mixing of the milk ensured by filter.
- Extra wide neck bottle.

# A better alternative to conventional bottles

- It has a closed teat that remains full of milk and responds to the action of lips, jaws and tongue.
- Baby is never overwhelmed, as the teat shuts between suckle cycles to facilitate co-ordination of breathing and feeding.
- Because the teat remains filled, there is no need to tip either the bottle or the baby.
- Its variable flow is adjustable through the feed to emulate natural breastfeeding patterns.
- It reduces air ingestion and encourages slower feeding and longer suckling. This helps to properly exercise and develop muscles for eating development, speech and to help avoid guzzling and over-feeding.

# Primary support reference

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