

# Find the right support

If you're having trouble getting a good latch, the first step is to understand what might be causing it.

## Some of the most common reasons women struggle with latch are:

- Poor position
- Shallow latch
- Inverted nipples
- Engorged breast
- Baby isn't hungry
- Nipple confusion
- Tongue tie
- Sore nipples

## Don't hesitate to ask for support.

A lactation consultant or breastfeeding specialist can help you with latching. They'll make sure your baby's mouth and body are positioned correctly. They'll also check your breasts and inside your baby's mouth for anything that could be causing difficulty.

If you're experiencing sore nipples, you can usually still continue to breastfeed

# Your latching toolkit

Meet Philips Avent breastfeeding solutions that helps soothe and protect your nipples, so you can breastfeed for longer



### Nipple protectors

You might feel some pain if your baby hasn't latched on correctly or if you're new to breastfeeding. Nipple protectors shield your nipple so you can relax and focus on helping your baby.



### Nipplette

Sometimes inverted nipples can make it difficult for your baby to latch. The Nipplette is a simple, clinically proven\* solution for women with flat or inverted nipples.



### Breast pump

Breast massage and relaxation can improve milk flow and reduce engorgement. Expressing a little milk with a pump before a feed allows you to soften your nipple and areola, making it easier for your baby to latch.

\*Mr D McGeorge FRCS(Plast). British Journal of Plastic Surgery (1994) Vol 47, Pgs 46-49

Learn more about Philips Avent breastfeeding solutions or explore our entire feeding range at:  
[www.philipsavent.com](http://www.philipsavent.com)



PHILIPS

AVENT

Latch Guide

**Right by your side**  
along every step of your  
breastfeeding journey

# A quick guide to helping your baby latch

# Why a good latch counts

A good latch can make you feel like you have the keys to the breastfeeding universe.

It means that your baby has enough breast in their mouth to easily extract milk and they aren't causing any nipple pain. In the long run, this makes it easier to maintain your milk supply and breastfeed comfortably.

Although it might seem simple enough, a good latch can take a little time to get the hang of at first. This guide will help you understand how to get a good latch, how to tell if things are going well and when to readjust.

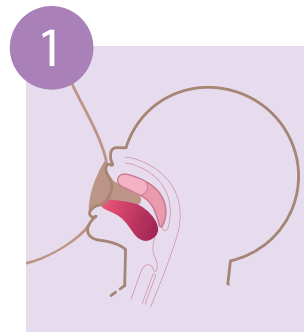
## Professional tip

“Be gentle with yourself when you're beginning to breastfeed, and be sure to ask for help immediately if it's not working.”



# How to get a good latch

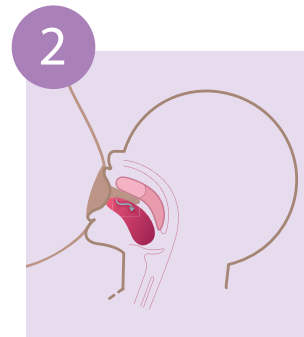
A good latch begins by bringing your baby's head and body into a straight line.



Hold your baby close to you, at right angles to your body.

Touch your baby's mouth, lips and chin with your nipple.

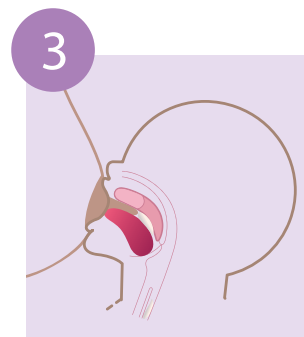
The tip of your baby's nose should be opposite your nipple.



Your baby's head will naturally tilt back and mouth will open wide.

Aim your nipple to the top of your baby's mouth.

Bring your baby to your breast, rather than leaning forward.



Your baby will suck quickly to stimulate your milk flow, and slow down when milk begins to flow.

# Signs of a good latch

It's possible to take small, important steps before your baby is born to help you successfully breastfeed

**Look for these signs to check that things are going well:**

- Top lip is in a neutral position. Mouth is open wide
- Lower lip is turned outward against the breast
- Chin and nose are close to the breast
- Cheeks are full
- Tongue is extended over the lower gum
- Tongue touches the breast if lower lip is pulled away

**Sometimes, you might need to readjust. Try offering your breast again or changing position if you notice:**

- Sunken cheeks
- Clicking sounds
- Misshapen nipples at the end of a feed
- Upper and lower lip are touching in the corners
- Tongue isn't visible below the nipple when lower lip is pulled down.