

Pigeon supports breastfeeding by helping mothers protect their nipples.



Nipple Care Cream

For the mother's nipple or the baby's skin

- Soothes, heals and protects dry, cracked skin
- Made of 100% ultra-pure lanolin
- Hypoallergenic
- Completely natural
- Fragrance-free and no additives

Net Weight : 50g
Ingredients : 100% ultra-pure grade, USP modified lanolin



Nipple Puller

Correct flat or inverted nipples for smoother breastfeeding

- Draws out flat or inverted nipples gently and painlessly
- Helps infant to latch on to ease engorgement naturally
- Easy to use and clean
- Comes with casing for ease of travel

Material : Case / shield - Polypropylene
Bulb - Silicone rubber



Nipple Shield

For mothers with inverted, flat, or cracked nipples, or for mothers struggling with pain during breastfeeding

- Made from a soft flexible silicone rubber that provides a wide contact surface
- To relieve pain caused by sore or cracked nipples when breastfeeding
- To solve severe or persistent latch-on problems caused by flat, inverted nipples
- Comes with a casing for ease of travel
- Available in 2 types – Soft and Hard
- Hard type is for nipples with severe sores, cracks and/or pain

Material : Case – Polypropylene
Nipple shield - Silicone rubber



Soft type (M size / L size)



Hard type

Breast Pads Honeycomb

Prevent milk leakage

- Maintains its smooth form and shape even with the heaviest flow
- Quilted honeycomb lining provides leak-proof coverage
- Individually wrapped to take with you while on-the-go
- Available in packages of 36 or 60



How can we prevent nipple problems to continue breastfeeding?

What can be done to protect the nipple from skin problems, or to rectify problems caused by flat and/or inverted nipples?



Comments of Mothers

<Comments on the Nipple Cream>

- The smell doesn't bother me.
- It's easy to apply on the nipple and areola.
- I don't need to wipe it all off when I breastfeed and it's good that I can protect my nipples like that.

(Pigeon: Hospital Research Report about Nipple Care Cream, 2013*)

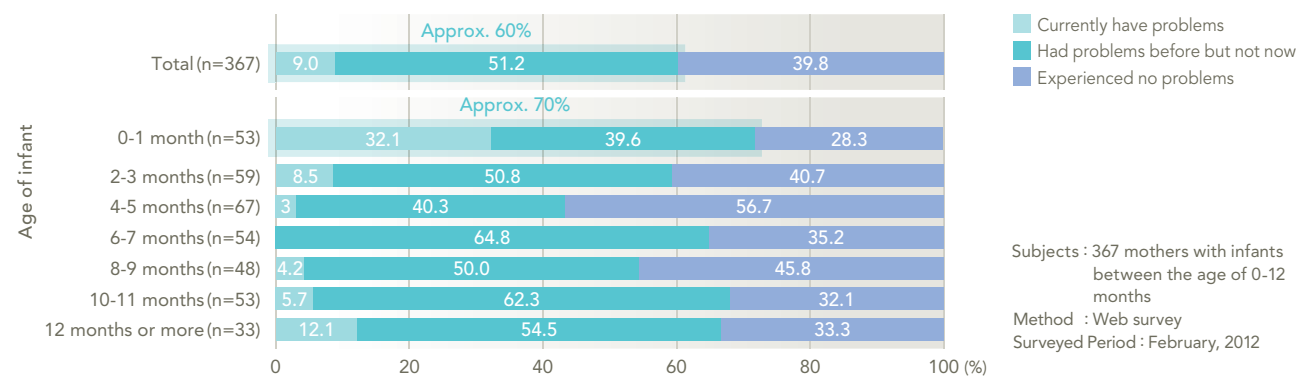
*The research was conducted using "Repair Nipple", the Japanese product name for Nipple Care Cream.

Nipple problems can make direct breastfeeding difficult. Pigeon is committed to protecting the nipple to permit continuous maternal feeding.

Nipple problems are most common within the first month since birth. The most common problems are cracked nipples and pain¹⁾

When the mother's nipple is cracked, painful, dry, or irritated, direct breastfeeding becomes difficult. Pigeon researched mothers with 0-12 month old infants, and found that approximately 60% of mothers have experienced nipple problems. The problems occur mainly when the infant is within the first month since birth; approximately 70% of mothers experienced nipple-related problems around that time. The problems seem to abate by the time the infant is around 6 months old, at which point the potential for problems increases once again as infants begin to develop their own teeth (Fig.1).

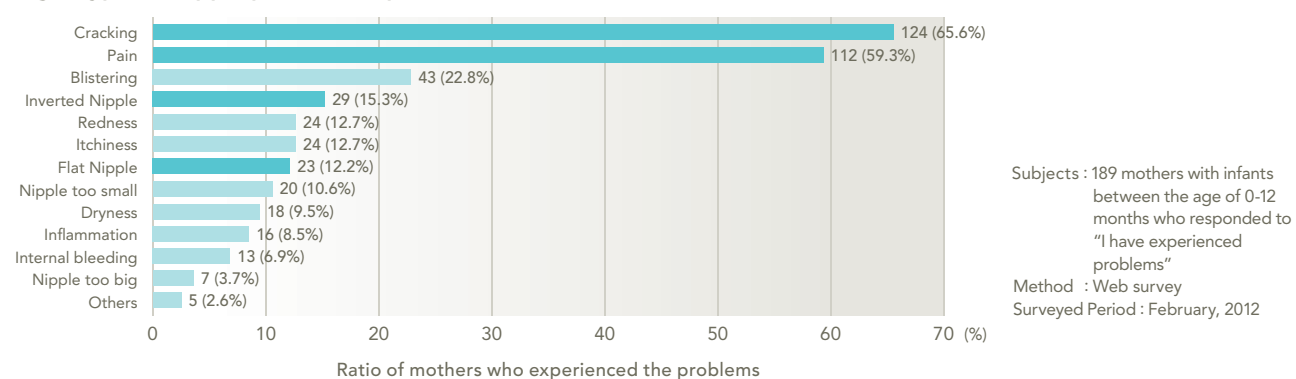
Fig.1 Ratio of mothers experiencing or having experienced nipple problems (n=367)



Approximately 70% of mothers with newborns experience nipple problems in the first month.

Among the various nipple-related problems, cracking and pain are by far the most common, with an incidence of approximately 60% of mothers experiencing the problem. Problems related to nipple form abnormalities such as flat or inverted nipples are also observed frequently (Fig.2). To resolve these problems, creams are applied to treat cracking and pain, nipple shields are used to protect the affected area, and suction tools are used to correct flat or inverted nipples.

Fig.2 Types of nipple problems experienced (n=189)

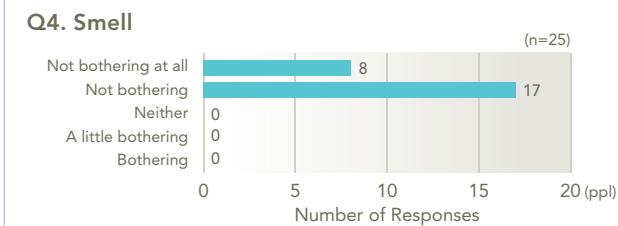
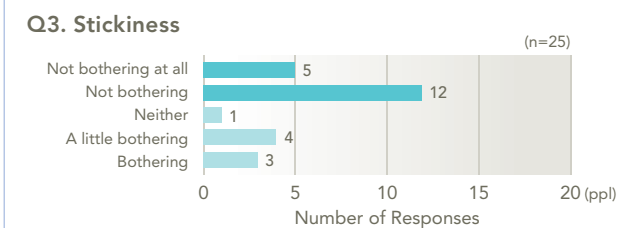
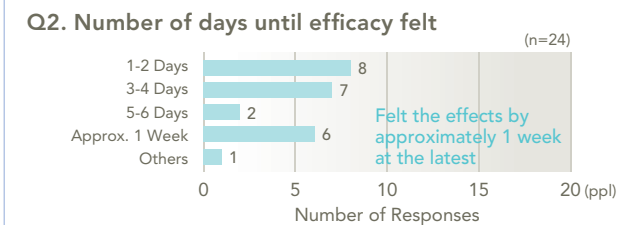
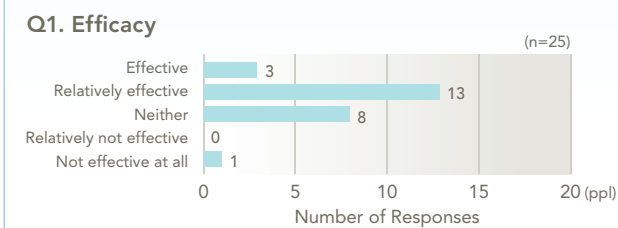


The most common nipple-related problems are cracking and pain, both experienced by approximately 60% of mothers.

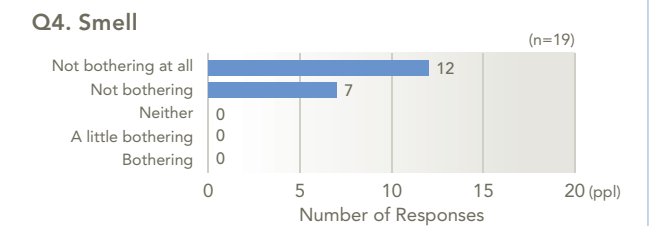
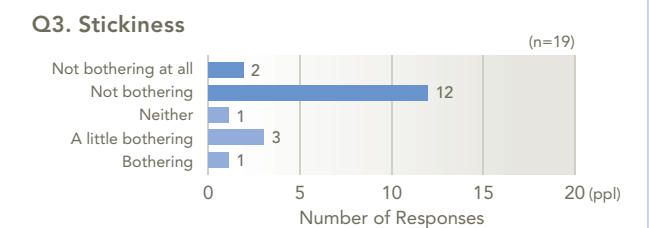
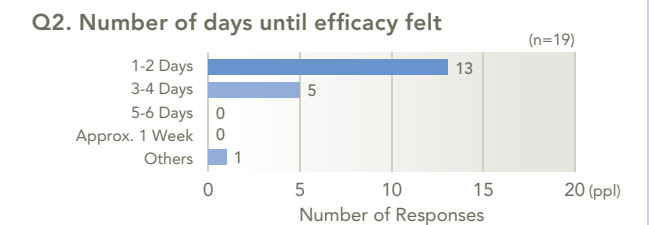
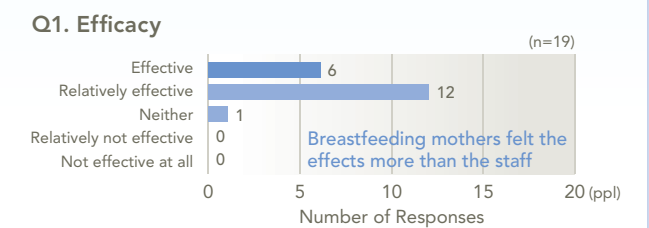
Results of nipple cream research²⁾

Research on Pigeon's cream was conducted in January, 2013 among 25 nursing staff and 19 hospitalized breastfeeding mothers at hospitals and maternity clinics where nipple creams are used commonly. The majority of both the nursing staff and breastfeeding mothers responded that Pigeon's cream was not "sticky" or "smelly" like other products. Furthermore, the breastfeeding mothers' responses indicated that the Pigeon product felt more efficacious.

Nursing staff monitor results



Breastfeeding mothers monitor results



Most respondents answered that Pigeon's Nipple Cream does not smell and is less sticky than other products.

References : 1) Pigeon : Breastfeeding Research, 2012 2) Pigeon : Hospital Monitor Report about Nipple Care Cream, 2013*

Comments of Nurses

<Comments on the cream>

- Cracked nipples improved.
- No color or smell indicates that it is good for the body.
- It's good how it doesn't feel sticky when applied.

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