

## *Our Mission*

*North Shore Lactation provides in-home support and guidance to new mothers interested in making breastfeeding a part of their lives. By providing patience, compassion and a relaxed atmosphere, we can help you and your baby find the natural rhythm that will lead to a comfortable and memorable breastfeeding experience.*

*Founded by Michelle Turner, a pediatric nurse, board certified lactation consultant, mother of three (including twins) and native Long Islander, North Shore Lactation offers 15 years of pediatric experience, research-based information and proven lactation techniques, all in the comfort and privacy of your own home.*

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Street Address  
Address 2  
City, ST ZIP Code

North Shore Lactation  
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Plainview, NY 11803  
Phone (516) 502-5255  
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# *North Shore Lactation*



*Personal, dedicated and  
compassionate breastfeeding support  
in the comfort of your own home.*

## Benefits of North Shore Lactation

There are many options for new parents to obtain information and support regarding breastfeeding options. We feel North Shore Lactation is the right choice for Long Island families because we offer:

- **Privacy** – In-home consultation means discreet support in the comfort of your home, the place where you will be breastfeeding most. Variables like your surroundings, noise-level and type of seating can all impact your first attempts at breastfeeding.
- **Experience** – As a nurse practitioner, certified lactation consultant and breastfeeding mother, Michelle Turner shares her expertise with clients and assembles a staff that shares similar backgrounds.
- **Medical knowledge** -- Other lactation consultants focus problem-solving efforts only on the act of breastfeeding. With a medical background, North Shore Lactation offers more clinical expertise to help resolve common lactation issues that may relate to other topics such as health and nutrition.
- **Local resources** – A Long-Island based lactation consultant offers referrals and resources that are based locally and convenient to new moms.
- **Patience** – Despite the natural urge many mothers have to breastfeed, North Shore Lactation understands that mothers will find success in different ways. We will take the time to find the right solution to your breastfeeding needs.
- **Compassion** – Breastfeeding can be challenging to start and may not be right for everyone. We respect every mom's efforts to breastfeed.

## Breastfeeding Benefits\*

### For Baby

- A mother's milk has just the right amount of fat, sugar, water, and protein that is needed for a baby's growth and development. Most babies find it easier to digest breast milk than they do formula.
- As a result, breastfed infants grow exactly the way they should. They tend to gain less unnecessary weight and to be leaner. This may result in being less overweight later in life.
- Premature babies do better when breastfed compared to premature babies who are fed formula.
- Breastfed babies score slightly higher on IQ tests, especially babies who were born pre-maturely.

### For Mom

- Nursing uses up extra calories, making it easier to lose pregnancy weight. It also helps the uterus return to its original size, lessening post-partum bleeding.
- Breastfeeding, especially exclusive breastfeeding (no supplementing with formula), delays the return of normal ovulation and menstrual cycles. (However, you should still talk with your doctor or nurse about birth control choices.)
- Breastfeeding lowers the risk of breast and ovarian cancers, and possibly the risk of hip fractures and osteoporosis after menopause.
- Breastfeeding saves time and money. You do not have to purchase, measure, and mix formula. There are no bottles to warm in the middle of the night!
- A mother can give her baby immediate satisfaction by providing her breast milk when her baby is hungry.
- Breastfeeding requires a mother to take some quiet relaxed time for herself and her baby.
- Breastfeeding can help a mother to bond with her baby. Physical contact is important to newborns and can help them feel more secure, warm and comforted.
- Breastfeeding mothers may have increased self-confidence and feelings of closeness and bonding with their infants.



If you are a new mother or family member of a new mother who needs support or guidance regarding breastfeeding, please contact:

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\* From U.S. Dept. of Health & Human Services website