



Breastfeeding is natural but not always easy. Presque may just be the company to make it easier.

As a parent or soon-to-be parent, you want the best for your baby! Breastfeeding has so many benefits beyond nutrition for the newborn child. It kick starts your baby's immune and digestive systems, leading to fewer diseases and allergies even much later in life.

But breastfeeding is not always easy for baby or for mom. About 80% of nursing moms experience problems which drastically reduce the breastfeeding rate within the first few months. These difficulties frequently lead to feeding supplement from a bottle and premature abandonment of breastfeeding, even for those moms with the intentions to breastfeed. The reason for this lies in the cyclic nature of suckling and milk production.

The suckling motion of a hungry baby, whether breast milk is present or not, causes a hormonal reaction in the mother's body which stimulates production of more milk. If the baby is bottle fed, the mother is missing out on that stimulation that tells her body to produce more milk. This may result in her milk supply dropping, leading to more supplementation from the bottle and ultimately, in most cases, early weaning. Thus, for moms who want to breastfeed, it is critical to minimize the use of bottles in order to maintain her milk supply.

In spite of the desire to avoid bottles, there are many reasons that breastfeeding may present a challenge and at times even make supplementation desirable. Initiating breastfeeding may be made challenging by delivery via C-section or perhaps arrival of mom's milk may be delayed by

illness or medication. A mom may have difficulty producing enough milk to satisfy her baby, or she may wish to return to breastfeeding after using a bottle.

Additionally, one of the main reasons for early abandonment of breastfeeding is Perceived Insufficient Milk (PIM). Roughly 35% of all women who wean during the first few weeks post-partum, report PIM as the primary reason.

At Presque, our aim is to empower moms to give their babies the very best start in life! After years of research into what is needed by moms to make their breastfeeding experiences successful, Presque is developing the world's first smart bra platform. The Presque bra disrupts the downward bottle feeding spiral by delivering supplement in response to baby's suckling at mom's breast while simultaneously breastfeeding, enabling the stimulation of milk production she needs to continue or increase breastfeeding. This unique design also controls supplement flow, delivering supplemental milk only if needed. And, as a smart product, the Presque bra will fight against PIM by monitoring breast milk volume, so that you, baby's mom, know exactly how much milk you are supplying to your baby, placing the decision to supplement in your informed hands. The Presque smart bra is easy-to-use, feminine, and dignified, and can be used by biological and adoptive parents, and infants with special needs.

Presque team would love to hear from you! Please take a few minutes and share your experience on the survey page on the Presque website.

