

KNOW YOUR FACTS

Formula Is Inferior: It Just Doesn't Measure Up to Breast Milk Breast milk is unique and can not be replicated!

BREAST MILK

- Proteins more easily digested resulting in less colic, gas, and spitting up.
- Calcium and iron are more easily absorbed.
- Contains 100 (some sources say up to 400) ingredients not found in formula including 4 unique proteins.
- Contains endorphins, chemicals that stop pain.
- Have special and powerful immune building properties.
- Enhances brain development.
- Has leukocytes, living cells that help fight infection.
- Changes constantly - both during a feed and day by day - to meet baby's changing needs. Always has the right amount of fat, carbohydrates, enzymes, protein and other nutrients for full-term and premature babies.
- Is always clean, straight from the source.
- Saves money for the family.
- Promotes the best health from infancy and beyond.

FORMULA

- More difficult to digest proteins.
- Poorly absorbed nutrients.
- Does not have these ingredients and unique proteins.
- Can create intestinal irritation and pain.
- Has less immunities against viruses and bacteria.
- Is linked to lower intelligence scores.
- Living cells cannot be added.
- Is the same throughout a feeding.
- Is manufactured, artificial infant food. Can be contaminated by harmful bacteria, chemicals, and insects.
- Makes industry's executives multi-millionaires. Families lose money that can be saved.
- Is linked to more incidences of SIDS, tooth decay, types of childhood cancer, vision problems, diabetes, ear infections, allergies, and other illnesses.



Prepared by the African American Breastfeeding Network of Milwaukee
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Sources: *Comparison of Human Milk and Formula*, Dr. Sears, 2006
FDA Consumer, Breast Milk or Formula: Making The Right Choice For Your Baby, 1998

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