• Breastmilk is the most natural food for me.
• Breastfeeding is recommended by the American Academy of Pediatrics.
• Breastmilk is specially made for me – a human baby.
• Breastmilk provides the right mix of fats, carbohydrates and proteins.
• Breastmilk is always ready and available when I’m hungry.
• Breastmilk is easier for my tummy to digest than formula.
• Breastmilk is always the right temperature.
• My immune system will develop better.
• My vaccinations are more effective.
• I won’t get as many colds or earaches, so I’ll have fewer trips to the doctor.
• I’ll have fewer cavities.
• I’m less likely to develop diabetes, asthma or arthritis.
• Mommy is safer from breast and uterine cancers.
• It is easier for mommy to lose weight.
• Mommy’s milk supply increases as I grow and want to eat more.
• Breastmilk is good for me even after my first birthday.
• Any amount of time that Mommy can breastfeed me is wonderful.
• Breastfeeding is what breasts were designed for.
• Mommy’s milk tastes oh – so good!

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www.wwbcoalition.org