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New Borns: When Formula Is Necessary

By David Nelson

There are very few medical reasons why a mother shouldn't breast-feed, according to Lawrence.

Most common illnesses, such as colds, flu, skin infections, or diarrhea, cannot be passed through breast milk. In fact, if a mother has an illness, her breast milk will contain antibodies to it that will help protect her baby from those same illnesses.

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Baby Book

A few viruses can pass through breast milk, however. HIV, the virus that causes AIDS, is one of them. Women who are HIV positive should not breast-feed.

A few other illnesses—such as herpes, hepatitis, and beta streptococcus infections—can also be transmitted through breast milk. But that doesn't always mean a mother with those diseases shouldn't breast-feed, Lawrence says.

"Each case must be evaluated on an individual basis with the woman's doctor," she says.

Breast cancer is not passed through breast milk. Women who have had breast cancer can usually breast-feed from the unaffected breast. Studies have shown, however, that breast-feeding a child reduces a woman's chance of developing breast cancer later.

Silicone breast implants usually do not interfere with a woman's ability to nurse, but if the implants leak, there is some concern that the silicone may harm the baby. Some small studies have suggested a link between breast-feeding with implants and later development of problems with the child's esophagus. Further studies are needed in this area. But if a woman with implants wants to breast-feed, she should first discuss the potential benefits and risks with her child's doctor.

Tough but Worthwhile

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For all its health benefits, breast-feeding isn't always easy. In the early weeks, it can be painful. A woman's nipples may become sore or cracked. She may experience engorgement more than a bottle-feeding mother, when the breasts become so full of milk they're hard and painful. Some nursing women also develop clogged milk ducts, which can lead to mastitis, a painful infection of the breast. While most nursing problems can be solved with home remedies, mastitis requires prompt medical care (see "Tips for Breast-Feeding Success").

Women who plan to go back to work soon after birth will have to plan carefully if they want to breast-feed. If her job allows, a new mother can pump her breast milk several times during the day and refrigerate or freeze it for the baby to take in a bottle later. Some women alternate nursing at night and on weekends with daytime bottles of formula.

In either case, a nursing mother is physically tied to her baby more than a bottle-feeding mother. The baby needs her for nourishment, and she needs to nurse regularly to avoid getting uncomfortably full breasts. But instead of feeling it's a chore, nursing mothers often cite this close relationship as one of the greatest joys of nursing.

If a woman is unsure whether she wants to nurse, she can try it for a few weeks and switch if she doesn't like it. It's very difficult to switch to breast-feeding after bottle-feeding is begun.

If she plans to breast-feed, a new mother should learn as much as possible about it before the baby is born. Obstetricians, pediatricians, childbirth instructors, nurses, and midwives can all offer information about nursing. But perhaps the best ongoing support for a nursing mother is someone who has successfully nursed a baby.

A breast-fed baby's digestive tract contains large amounts of *Lactobacillus bifidus*, beneficial bacteria that prevent the growth of harmful organisms. Human milk straight from the breast is always sterile, never contaminated by polluted water or dirty bottles, which can also lead to diarrhea in the infant.

Human milk contains at least 100 ingredients not found in formula. No babies are allergic to their mother's milk, although they may have a reaction to something the mother eats. If she eliminates it from her diet, the problem resolves itself.

Sucking at the breast promotes good jaw development as well. It's harder work to get milk out of a breast than a bottle, and the exercise strengthens the jaws and encourages the growth of straight, healthy teeth. The baby at the breast also can control the flow of milk by sucking and stopping. With a bottle, the baby must constantly suck or react to the pressure of the nipple placed in the mouth.

Nursing may have psychological benefits for the infant as well, creating an early emotional attachment between mother and child. At birth, infants see only 12 to 15 inches, the distance between a nursing baby and its mother's face. Studies have found that infants as young as 1 week prefer the smell of their own mother's milk. When nursing pads soaked with breast milk are placed in their cribs, they turn their faces toward the one that smells familiar.

Many psychologists believe the nursing baby enjoys a sense of security from the warmth and presence of the mother, especially when there is skin-to-skin contact during feeding. Parents of bottle-fed babies may be tempted to prop bottles in the baby's mouth, with no human contact during feeding. But a nursing mother must cuddle her infant closely many times during the day. Nursing becomes more than a way to feed a baby; it's a source of warmth and comfort.

La Leche League, an international support organization for nursing mothers, has chapters in many cities that meet regularly to discuss breast-feeding problems and offer support.

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Nothing Happens Until Someone Sells Something

By Lorraine Pirihi

You can always tell a good salesperson, they are always on the look-out for opportunities to do exactly that. Every chance they get they'll promote whatever it is they offer. They are driven through their need to either make money, they're passionate about the goods and services they offer or both.

And for those of you who turn your nose up at people who 'sell' for a living, forget it! Everyone has to sell something. You wouldn't have a job if your company had nothing to offer. Every business has to sell something. Selling creates business. Sales creates economies. Imagine what would happen if your local supermarket had no stock to sell. They would go out of business and so would many other businesses who sell their products to the supermarket. Heaps of people would be unemployed as there would be no reason for them to be at work. If you work in an education institution, what would happen if you didn't have courses to sell? There would be no need to employ anyone as you wouldn't make any money to run the organisation.

There is more to selling, than telling

According to Michael Gross, parenting expert and well-known speaker, when you know who you are dealing with, you can dramatically increase the number of sales you make. Birth order knowledge gives you vital clues to the approach you use and helps you increase your sales performance.

First borns

If you are selling to first borns make your approach direct and to the point in line with their direct,

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no-nonsense personalities. They like meat and potato type information to help them make a decision and they don't respond so readily to the gloss and glitter of coloured brochures and other bells and whistles that can be used in the selling process. When selling to first borns tell them what your service or product will do for them rather than focus on features or fads.

Closing a sale to first borns is also tricky. First borns like to be in control so it is a mistake to back them into a corner. The "Now that you can see the benefits I shall just show you where to sign" approach won't work with many first borns. They are cautious and often like to take their time and consider their options. An attempt at a quick close can cause them to back off completely. First borns need to think that they are doing the buying rather than they are being sold to but that doesn't mean that you don't follow up with first borns. You may need to be very persistent with this group, as they like to take their time when they buy.

Second and middle borns

Second and middle borns value relationships so an alert salesperson will work at finding out about their clients' friends, family and interests. Unlike those direct first borns seconds like to be asked questions so don't be shy when selling to a second or middle child. These people generally like sales calls outside of the work environment so they respond well to social calls and promotional activities.

Seconds don't mind being sold to so Leman suggests that anyone selling to them shouldn't be afraid to close the sale, but give them the chance to check with others first.

Youngests

They like to play so selling to them should be a fun experience. They also like to take risks so they are more likely to try new trends than first borns. Youngests respond well to glossy brochures, graphs and PowerPoint presentations containing all the bells and whistles that first borns tend to shun. Their impetuosity makes them more susceptible to signing on the dotted line without delay so don't be afraid to move quickly to close a sale if they provide an opening.

The Final Word

Isn't that interesting? There's always more to learn when it comes to selling. Let's face it, life is all about relationships in some way isn't it? What do you do to learn how to enhance your communication skills with others? It's definitely worthwhile reading books like Michael's so that not only do you learn how to communicate effectively, but most importantly you learn about yourself and what makes you tick.

For a complete guide to birth order personalities to use within your family and at work make sure you read the ground-breaking new book that everyone is talking about "Why First Borns Rule the World and Last Borns want to change it by Michael Grose. Order from www.parentingideas.com.au for only \$27AUD.

Have a great week!

New Borns: When Formula Is Necessary

Lorraine Pirihi

Lorraine Pirihi is Australia's Personal Productivity Specialist, Leading Life Coach and a dynamic presenter. She runs her own business The Office Organiser specialising in working with Small Business Owners and Managers helping them to dramatically improve their productivity, reduce the stress and the mess and have more time for living life!

With a Bachelor of Experience, a PHD in Commonsense and a Masters in Results, Lorraine is Australia's expert on how to get organized at work so you can have a life too!

Book Lorraine today for your next event. It will be the best investment of your time and money you ever make!

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How to create killer mini-sites that sell like crazy!
How to make Perfect Wines and Spirits from Home



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