SKIN TO SKIN MATTERS NINE REASONS

Research suggests that an hour of skin to skin daily in the "fourth trimester" may impart long lasting benefits*

Regulates baby's heart rate, breathing and temperature

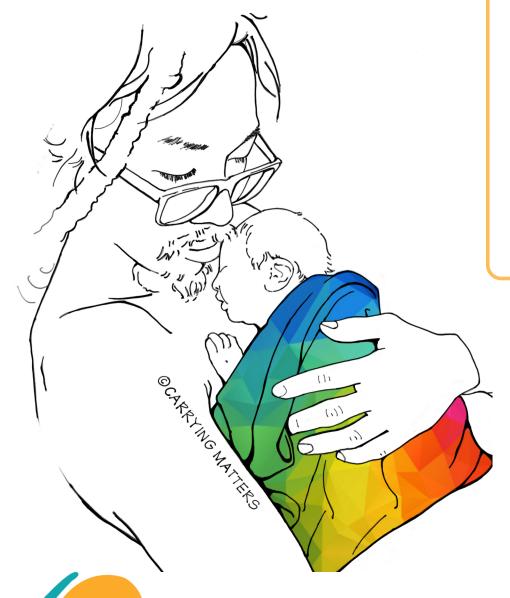
Reduces
postnatal
recovery
time

Strengthens
baby's immunity
and reduces
infection risk

Encourages
initiation and
continuation of
breastfeeding
and boosts milk
production

Supports good sleep cycles for baby's brain development

Promotes
bonding,
helping babies
feel happier
and cry less



Combats
postnatal
anxiety and
depression



Improves baby's digestion, reduces feeding discomfort and encourages weight gain

Accelerates baby's brain growth and supports early cognitive development

