

# 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**

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

**Accelerates baby's brain growth and supports early cognitive development**

**Combats postnatal anxiety and depression**

