

Breast massage

What is breast massage?

Breast massage is a gentle manipulation of the breast tissue using circular, stroking or kneading movements towards the areola and nipple.

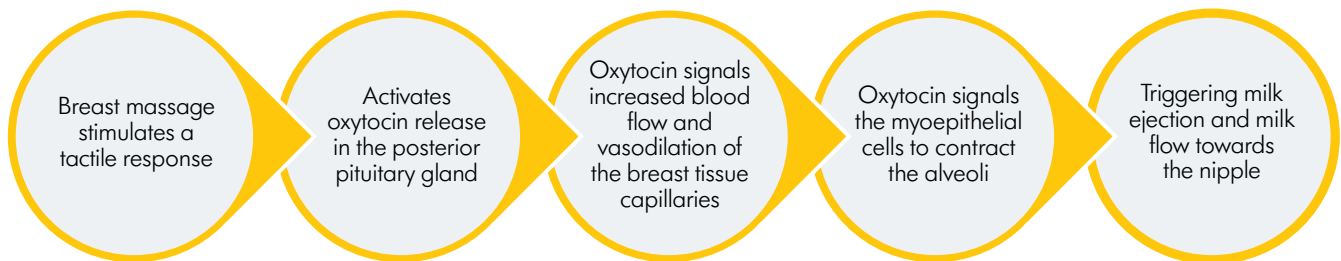
Why is breast massage useful?

Breast massage can be helpful for breastfeeding mothers at various times and for a variety of reasons. Any form of massage that encourages the mother to relax and enhance maternal well-being is of benefit.^{1, 2}

Breast massage stimulates milk ejection (milk let-down) before feeding or expression, relieves sore, tender breasts during pregnancy and lactation, encourages milk to flow, resolves blocked ducts, supports maternal well-being and comfort.

Oxytocin effect in breastfeeding women

During breast massage, the tactile stimuli of touch stimulates the release of oxytocin.¹ During lactation, oxytocin's key role is to facilitate milk ejection, signalling the myoepithelial cells to contract and transport milk from the alveoli into the milk ducts toward the nipple openings.²⁻⁴



Benefits of Oxytocin:

- ⊕ Positive mother-infant interaction and bonding⁵
- ⊕ Positive and powerful anti-stress effect^{6, 7}
- ⊕ Reduced cortisol and blood pressure levels⁶
- ⊕ Increased pain thresholds⁶
- ⊕ Enhances maternal well-being¹

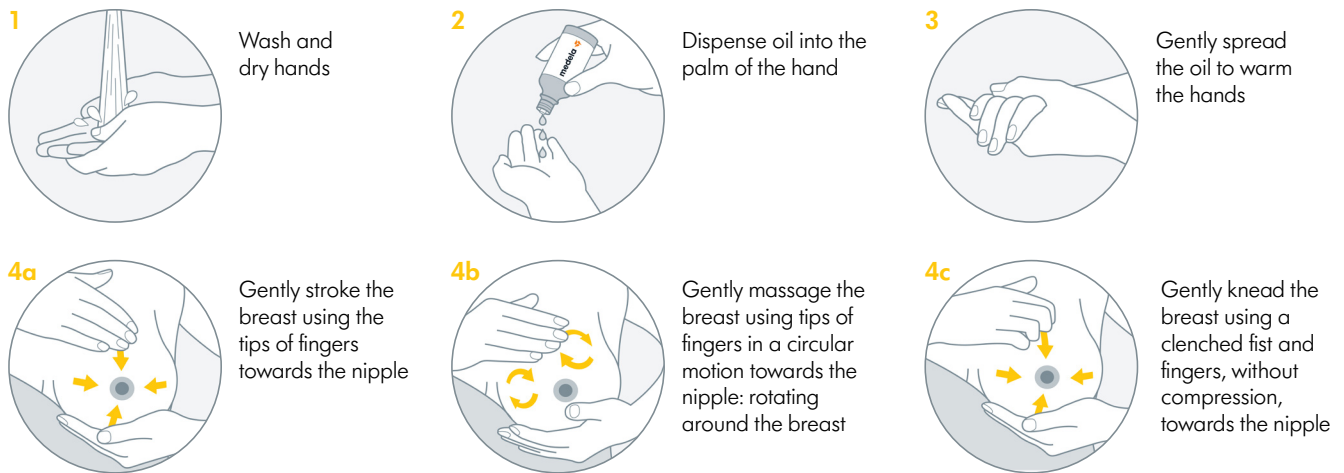
When to massage?

Gentle breast massage can be performed during pregnancy, before or after breastfeeding, before and during pumping and routinely day-to-day.

When combined with double pumping it has been shown that breast massage and gentle compression increases available milk volume removal.^{8, 9}

Avoid deep massage of the breast, as it can cause inflammation, tissue oedema, and microvascular injury. Gentle compressions when breastfeeding or using a pump are considered safe.¹⁰

How to perform self-breast massage



Medela Organic and Vegan Breast Massage Oil

Breast soreness and discomfort affects many women during the early days and weeks after birth, as milk 'comes in', and milk supply establishes. Sore and tender breasts can occur at any time in pregnancy and lactation. Women who experience breastfeeding challenges such as painful breasts, oedema, inflammation¹ and delayed milk ejection reflex² are more likely to stop breastfeeding.³ Therefore, it is of critical important that breast soreness and discomfort are resolved quickly.

When the breasts are full and/or tender, massage and warmth are known to soothe breast soreness, discomfort and help the milk to flow.⁴⁻⁶

The Organic and Vegan breast massage oil provides warming relief to breastfeeding mothers with sore breasts thanks to the nourishing and warming Double Action™ of avocado oil and ginger.

The Medela breast massage oil is Cosmos Organic and Vegan certified, hypoallergenic and dermatologically tested. Non-sticky and easy spreadable formula for comfortable application and massage. It's formulated without fragrance, parabens, additives, alcohol, BHT, palm-oil, GMO.



What are the properties of avocado oil and ginger?



Avocado oil is a natural plant sourced oil that is used to nourish and hydrate healthy skin.⁷ Its non-greasy formulation makes it an ideal carrier oil for breast massage.



Ginger is a medicinal plant with positive potential effects on breast soreness and fullness. It has been used in the Chinese traditional medicine from 25 centuries ago.⁸

The plant ginger contains active compounds such as gingerols and shogaol which have analgesic effects, reducing pain and inflammation and can be absorbed through the skin. The thermogenic qualities of ginger supports increased blood flow and vasodilation leading to a warming and relaxing feeling on the skin.^{9, 10}

Recent studies indicate that:

- ⊕ **83%** of moms incorporated the massage oil into their nursing routine*
- ⊕ **84%** of moms agreed that the oil helped soothe sore breasts*
- ⊕ **76%** of moms found that the oil provided warming relief to sore breast

References: 1 Berens P, Brodribb W. Breastfeed Med. 2016; 11:159–163. 2 Dewey KG. J Nutr. 2001; 131(11):3012S–3015S. 3 Odom EC et al. Pediatrics. 2013; 131:e726–e732. 4 Anderson L et al. JBI Database System Rev Implement Rep. 2019; 17(8):1668–1694. 5 Uvnäs-Moberg K, Prime DK. Infant. 2013; 9(6):201–206. 6 Uvnäs-Moberg K et al. Front Psychol. 2014; 5:1529. 7 Flores M et al. Molecules. 2019; 24(11). 8 Monazzami M et al. Nurs Midwifery Stud. 2021; 10(2):73. 9 Vagedes J et al. Evid Based Complement Alternat Med. 2022; 2022:5034572. 10 Stritter W et al. Complement Ther Med. 2020; 54:102537. *Stellar, Medela Organic line report, In-home use test March 23