

# SKIN-TO-SKIN

*Just the facts,  
Mom!*



**1** The best start for baby and parents is skin-to-skin, not just for breastfeeding and nutritional benefits, but also to SUPPORT baby's brain development in the first eight weeks of life.

**2** In fact, breastfeeding benefits are 10 PERCENT NUTRITIONAL AND 90 PERCENT DEVELOPMENTAL thanks to the power of skin-to-skin contact.

**3** EITHER PARENT'S SKIN WILL DO: skin-to-skin provides a safe, warm place where the baby's brain begins to make positive connections with its parents and the world.

**4** Give your child an HOUR OR MORE OF SKIN-TO-SKIN contact each day with either parent. This closeness is one of the BEST WAYS TO LEARN about your baby and develop a bond that will last a lifetime.

**5** Skin-to-skin also BENEFITS THE MOM — it releases oxytocin — a calming hormone that reduces depression.

**6** SKIN-TO-SKIN HELPS the child's temperature, blood pressure, heart and respiratory rates maintain healthy balances.

The ABC's of skin-to-skin PARENTING BENEFITS:

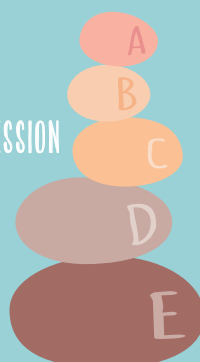
**7** **A:** AFFECTION

**B:** BETTER BONDING

**C:** CONFIDENCE

**D:** DECREASES ANXIETY AND DEPRESSION

**E:** EMOTIONAL HEALING CAN OCCUR SOONER



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