

Product Guide



Lansinoh.

Lansinoh Nipple Cream

The #1 selling nipple cream in the US*

- #1 recommended by moms, lactation consultants and doctors in the US
- Soothes and protects sore nipples
- Safe for mom and baby; no need to remove before breastfeeding
- 100% natural & hypoallergenic
- Free from preservatives, parabens, fragrance and taste
- Proprietary refining process ensures ultra pure, high quality product
- According to a recent study in the UK, moms who used Lansinoh Nipple Cream reported breastfeeding 25% longer**

#1
Nipple
Cream



Lansinoh Nipple Cream

Description	Vendor Stock #	Unit Size	Units/Case
HPA® Lansinoh Nipple Cream 40g tube	10020	1.4 oz tube	24 units
HPA® Lansinoh Nipple Cream 7g 3ct	10232	3 - .25 oz mini tubes	24 packs of 3 each
HPA® Lansinoh Nipple Cream 7g Healthcare Pack	10202	.25 oz mini tubes	600 units
HPA® Lansinoh Nipple Cream Sachet 1.5g	60101	.05 oz sachet	1000 units

*Source: Multi-Outlet IRI L52 weeks ending 12/27/2020, Dollar sales.

**Bourdillon, Katie & McCausland, Tom & Jones, Stephanie. (2020). Latch-related nipple pain in breastfeeding women: the impact on breastfeeding outcomes. *British Journal of Midwifery*. 28(7):406-414. <https://doi.org/10.12968/bjom.2020.28.7.406>.

Organic Nipple Balm

Natural, plant-based remedy cares for tender nipples – from the #1 nipple cream brand recommended by doctors in the US



- 100% USDA certified organic
- Safe for mom and baby; no need to remove before breastfeeding
- Cares for tender nipples and dry skin
- No smell or taste – baby won't even notice
- Free from additives and preservatives
- No animal testing

Organic Nipple Balm

Vendor Stock #	Unit Size	Units/Case
23100	2 oz jar	24 units



Care



Pump



Store



Feed

Soothies® Gel Pads

The #1 selling gel pad on the market*

- Soothies® gel pads provide instant cooling relief to soothe and heal sore nipples so moms can continue to breastfeed while any underlying challenges are addressed
- Safe, absorbent, and reusable for up to 72 hours
- Instant, cooling pain relief
- Soothes, relieves and helps heal sore nipples
- BPA & BPS free
- Vegan



Soothies® Gel Pads

Vendor Stock #	Unit Size	Units/Case
65011	1 pair	12 pairs
65015	1 pair	100 pairs

*Source: Multi-Outlet IRI L52 weeks ending 12/27/2020, Dollar sales.

Contact Nipple Shields

Helps moms continue breastfeeding through latch-on difficulties

- Use for latch-on issues related to flat or inverted nipples, tongue/lip tie, and overactive let-down
- Ultra-thin, super-soft, flexible 100% silicone
- Cut-out design provides maximum skin contact so breastfeeding isn't disrupted
- BPA & BPS free
- Available in multiple configurations
- Nipple Shields should only be used under the advisement of a healthcare professional
- Sterile version now available



Contact Nipple Shields

Description	Vendor Stock #	Unit Size	Units/Case
24mm Contact Nipple Shield 2ct with case - Retail	70171	2ct with carrying case	12 units
20mm Contact Nipple Shield 2ct with case - Retail	70191	2ct with carrying case	12 units
24mm Contact Nipple Shield - 1ct with case	70172	1ct with carrying case	60 units
NEW! 24mm Sterilized Contact Nipple Shield - 1ct	70175	1ct	20 units
NEW! 20mm Sterilized Contact Nipple Shield - 1ct	70195	1ct	20 units



Lansinoh® Silicone Breast Pump

Offers a simple way to collect precious breastmilk, so moms can save every last drop



- Fits securely to the breast & creates natural suction for hands-free use
- Prevent spills with secure suction base and neck strap
- Comfortable, soft, and easy to clean – made from 100% silicone
- Easy-pour spout helps transfer every drop of breastmilk into a Lansinoh® Storage bag or bottle
- Storage cap keeps collector clean when not in use
- Suitable for all breast sizes

Breastmilk Collector		
Vendor Stock #	Unit Size	Units/Case
50700	1 unit	12 units

TheraPearl® 3-in-1 Breast Therapy Packs

The #1 breast therapy pack on the market*

- Innovative 3-in-1 hot/cold therapy pack designed specifically for breastfeeding moms:
 - » **Cold therapy:** relieves symptoms associated with engorgement
 - » **Hot Therapy:** relieves symptoms associated with plugged ducts and mastitis and encourages milk let-down
 - » **Breast Pump Aid:** can be used hot with any breast pump to encourage milk let-down and reduce time spent pumping
- Compatible with any breast pump
- Doctor designed, lactation consultant recommended



TheraPearl® 3-in-1 Breast Therapy

Vendor Stock #	Unit Size	Units/Case
10200	2 therapy packs	16 units

*Source: Multi-Outlet IRI L52 weeks ending 12/27/2020, Dollar sales.

LatchAssist® Nipple Everter

Draws out flattened nipples for an easier latch

- Unique in the category
- Easy to use, helps baby latch on
- Non-invasive, allowing baby to have direct nipple contact
- Two flange sizes to ensure proper fit
- Cost-effective solution to manage flat or inverted nipples instead of using a manual or electric breast pump



LatchAssist® Nipple Everter

Vendor Stock #	Unit Size	Units/Case
70170	1 unit	24 units



Care



Pump



Store



Feed

Breastfeeding Starter Set

Everything mom needs to successfully start and continue breastfeeding

Lanolin Nipple Cream

- #1 selling nipple cream*, #1 recommended by moms and doctors in the US
- Soothes and protects sore nipples

Stay Dry Nursing Pads

- #1 selling disposable nursing pads*
- Stay dry day and night with leak-proof coverage

TheraPearl® 3-in-1 Breast Therapy

- #1 selling breast therapy pack*
- Innovative 3-in-1 hot/cold therapy pack designed to address common challenges

LatchAssist® Nipple Everter

- Unique in the category, a non-invasive tool used to draw out flattened nipples for an easier latch



Breastfeeding Starter Set

Vendor Stock #	Unit Size	Units/Case
71060	1 starter set	4 units

*Source: Multi-Outlet IRI L52 weeks ending 12/27/2020, Dollar sales.

Clean & Condition Baby Wipes

Specially designed for breastfed babies with frequent diaper changes to protect sensitive skin

- Prevents dryness and chafing in the diaper area
- Embedded lanolin provides protective barrier from wetness between diaper changes
- Hypoallergenic and free of drying alcohols



Clean & Condition Baby Wipes

Vendor Stock #	Unit Size	Units/Case
20540	1 pack of 80 wipes	18 units

Stay Dry Nursing Pads

The #1 selling disposable nursing pads on the market*



#1
Disposable
Nursing
Pad

BPA
BPS
FREE



- Improved absorbency for maximum protection
- Waterproof lining for leak-proof confidence moms can trust
- InvisiLock core instantly captures and disperses moisture to keep clothes dry
- Contoured shape for a discreet fit even when wet
- Two adhesive strips keep the pad in place
- New hygienic wrapper made with 25% less material

Stay Dry Nursing Pads			
Description	Vendor Stock #	Unit Size	Units/Case
36ct Pads	20236	36 count box	12 units
60ct Pads	20265	60 count box	12 units
100ct Pads	20370	100 count box	12 units
200ct Pads	20380	200 count box	6 units
Bundle: 2 ct Stay Dry Disposable Nursing Pads + 2 ct Milk Storage Bags	20441	2 count Stay Dry Disposable Nursing Pads + 2 count Milk Storage Bags	180 units

*Source: Multi-Outlet IRI L52 weeks ending 12/27/2020, Dollar sales.



Washable Nursing Pads

Super absorbent and ultra-soft for leak-proof protection, wash after wash

- Superior absorbency for extra confidence
- Ultra soft for even the most sensitive skin
- Unique teardrop design and contoured shape molds to breast for a comfortable and discreet fit
- Absorbent core with natural fibers quickly absorbs leaks for a clean, dry feeling
- Waterproof layer for leak-proof protection
- Includes 4 pads and mesh washing bag



Washable Nursing Pads

Vendor Stock #	Unit Size	Units/Case
20381	4 pads and wash bag	12 units

Nursie Breastfeeding Pillow

Comfortable and portable pillow to support proper breastfeeding positioning

- Perfect for C-section tummies
- Comfortable positioning for baby and mom to support successful breastfeeding
- Helps with comfortable positioning, latch and feeding
- Compact and portable – easy feeding at home or on the go
- Designed by a breastfeeding mom



Nursie Breastfeeding Pillow

Vendor Stock #	Unit Size	Units/Case
71090	1 unit	2 units



Lansinoh® Smartpump 2.0 Double Electric Breast Pump

Lansinoh's quietest pump yet, connects seamlessly to the Lansinoh® Baby 2.0 app using Bluetooth® technology.



- Lansinoh's quietest pump, ultra quiet for discreet pumping anywhere
- Memory function remembers mom's last personalized settings, simplifying her routine
- Upgraded Baby 2.0 app automatically connects to Smartpump 2.0 via Bluetooth® to track pumping sessions and much more
- Slim, portable, and lightweight design with carrying handle allows mom to pack, carry, and pump anywhere
- Adjustable suction levels for power and comfort
- Exclusive ComfortFit® Flanges create a cushioned barrier against mom's delicate skin for the ideal suction and fit
- Customizable pumping styles mimic baby's natural feeding patterns to maximize milk production
- Hygienic, closed system helps prevent milk backup into tubing for easier cleaning
- Includes AC Adapter or can be used with 6 AA batteries or Lansinoh pump car charger for on-the-go pumping (car charger and batteries not included)

Smartpump Double Electric Breast Pump

Description	Vendor Stock #	Unit Size	Units/Case
NEW! Smartpump 2.0 Bundle	53250	1 pump + 1 kit + accessories	1 unit
NEW! Smartpump 2.0 Starter Set	53216	1 pump + 1 kit	1 unit

Signature Pro® Double Electric Breast Pump

Our classic pump for maximum comfort and milk production



- Exclusive ComfortFit® Flanges create a comfortable cushioned seal against mom's skin
- 3 customizable pumping styles and 8 adjustable suction levels for maximum comfort & milk production
- 2 mode technology for let down and expression modes to express more milk in less time, with automatic switching
- Hygienic, closed system helps prevent milk backup into tubing for easier cleaning
- Lighted LCD screen with timer
- All parts that come in contact with breastmilk are BPA & BPS free

Signature Pro® Double Electric Breast Pump

Description	Vendor Stock #	Unit Size	Units/Case
Signature Pro Bundle	53050	1 pump + 1 kit + accessories	1 unit

Manual Breast Pump

The fastest growing manual pump

- 2-mode technology: stimulation & expression to maximize pumping efficiency
- ComfortFit® flanges in 2 sizes (standard & large) for ideal suction & fit
- Ergonomic Easy-Express™ handle reduces hand fatigue
- Fewer parts - simple to use, simple to clean
- Compatible with Lansinoh® Bottle with NaturalWave® Nipple & Lansinoh® Breastmilk Storage Bottles
- BPA & BPS free



Manual Breast Pump

Vendor Stock #	Unit Size	Units/Case
50520	1 pump	6 units

*Source: Multi-Outlet IRI L52 weeks ending 12/27/2020, Dollar sales.

Pump Adapters

For pumping into Lansinoh® Breastmilk Storage Bags

- Easy to use, just slip bags over the adapter for a secure fit
- Time-saving convenience; no need to transfer milk
- Pump directly into Lansinoh® Breastmilk Storage Bags with most Ameda®, Medela® and Evenflo® pumps
- No pump adapter needed when using a Lansinoh® pump
- BPA & BPS free
- Includes two adapters



Pump Adapters

Description	Vendor Stock #	Unit Size	Units/Case
2 ct	53441	2 adapters	24 units

ComfortFit® Flanges (various sizes)

Multiple flange size options ensure a proper fit for comfortable, efficient pumping

- Compatible with the entire range of Lansinoh® pumps
- Soft flexible flange rims mold to mom's unique shape to create a comfortable and secure seal
- BPA & BPS free



ComfortFit® Flanges

Description	Vendor Stock #	Unit Size	Units/Case
21mm ComfortFit® Flanges	53510	2 flanges (21mm)	6 units
28mm ComfortFit® Flanges	53511	2 flanges (28mm)	6 units
30.5mm ComfortFit® Flanges	50428	2 flanges (30.5mm)	6 units
36mm ComfortFit® Flanges	53512	2 flanges (36mm)	6 units

Extra Pumping Set

An extra set when she needs it

- Perfect for working moms to ease the challenges of pumping — one set for work and one for home
- Two 5oz bottles that fit the entire range of Lansinoh® pumps and nipples for easy pumping, storing, and feeding
- Exclusive ComfortFit® Flanges create a comfortable cushioned seal against mom's skin
- Patented NaturalWave® Nipple helps baby engage in their natural sucking motions and maintain established breastfeeding patterns
- BPA & BPS free



Extra Pumping Set

Vendor Stock #	Unit Size	Units/Case
53431	1 double pumping kit	4 units



Care



Pump



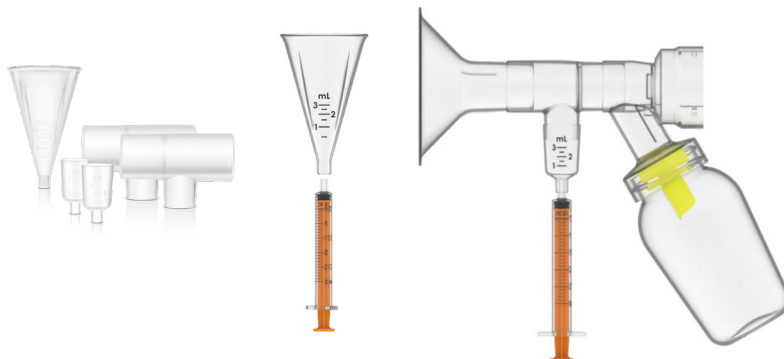
Store



Feed

Primo-Lacto® Colostrum/Milk Collection

Designed to increase the volume of usable colostrum for neonates



- Designed to reduce wasted colostrum and improve the experience for both healthcare professionals and patients*
- The first closed system kit for colostrum collection & feeding. Connects directly to an oral feeding syringe to eliminate the need for multiple containers
- Multi-functional system can be used for hand or pump expression
- Compatible with Medela® and Ameda® pumps, slip tip and ENFit® oral feeding syringes

*In a study of 67 mothers with preterm infants ranging from 25 to 38 weeks gestational age, healthcare professionals perceived a 30%-40% reduction in wasted colostrum and a significant improvement in ease of use versus other collection methods. Patients reported a significant increase in satisfaction levels**

Primo-Lacto®			
Description	Vendor Stock #	Unit Size	Units/Case
Medela® ENFit® compatible double pumping colostrum collectors and hand expression system	59000	1 unit	15 units
Medela® slip tip compatible double pumping colostrum collectors and hand expression system	59001	1 unit	15 units
AMEDA® ENFit® compatible double pumping colostrum collectors and hand expression system	59010	1 unit	15 units
AMEDA® slip tip compatible double pumping colostrum collectors and hand expression system	59011	1 unit	15 units
ENFit® compatible hand expression system	59020	1 unit	25 units
Slip tip compatible hand expression system	59021	1 unit	25 units

** Study conducted using Medela® breast pump kit & slip tip oral feeding syringe.



 Care

 Pump

 Store

 Feed

Breastmilk Storage Bags

The #1 selling breastmilk storage bag on the market*

- Super strong for storing, freezing and protecting breastmilk
- Double zipper seal for ultimate protection
- Reinforced double sealed side seams
- Presterilized for safe storage, BPA & BPS free
- Stand or lay flat for compact storage; lay flat for fast freezing and thawing
- Pump directly into Lansinoh® breastmilk storage bags



**BPA
BPS
FREE**

**#1
Breastmilk
Storage
Bag**

Breastmilk Storage Bags

Description	Vendor Stock #	Unit Size	Units/Case
25ct Bags	20435	25 count box	12 units
50ct Bags	20450	50 count box	6 units
100ct Bags	20473	100 count box	12 units
Bundle: 2 ct Stay Dry Disposable Nursing Pads + 2 ct Milk Storage Bags	20441	2 count Stay Dry Disposable Nursing Pads + 2 count Milk Storage Bags	180 units

*Source: Multi-Outlet IRI L52 weeks ending 12/27/2020, Dollar sales.

Breastmilk Storage Bottles (4 count)

Perfect for storing and feeding breastmilk

- Storage cap designed to prevent leaking
- Conveniently express milk directly into bottles
- Bottles are freezer-safe and dishwasher-safe
- Fits with entire Lansinoh® breast pump and bottle range
- Wide neck design - easy to fill and store
- BPA & BPS free

**BPA
BPS
FREE**



Breastmilk Storage Bottles

Vendor Stock #	Unit Size	Units/Case
20415	4 storage bottles with caps	12 units



Care



Pump



Store



Feed

Lansinoh® Bottle with NaturalWave® Nipple

A better bottle for breastfed babies

- NaturalWave® Nipple is clinically proven to reduce nipple confusion
- AVS™ Air Ventilation System reduces intake of air, a potential cause of colic or spit up
- NaturalWave® Nipple helps baby engage in natural sucking motions and maintain established breastfeeding patterns
- Wide neck bottle makes cleaning & transferring breastmilk easy
- Compatible with Lansinoh® Smartpump 2.0, Lansinoh® Signature Pro® Double Electric Pump & Lansinoh® Manual Pump
- BPA & BPS free



Lansinoh® Bottle with NaturalWave® Nipple

Bottle Size	Vendor Stock #	Unit Size	Units/Case
5oz/160 ml - 1ct	71053	1 - 5oz. bottle	16 units
5oz/160ml - 3ct	71054	3 - 5oz. bottles	4 units
8oz/240ml - 1ct	71055	1 - 8oz. bottle	16 units
8oz/240ml - 3ct	71056	3 - 8oz. bottles	4 units

NaturalWave® Nipples (1 pair)

A nipple developed specifically for breastfed babies

- Clinically proven to reduce nipple confusion
- Enables baby to use the same feeding actions learned at the breast
- AVS™ Air Ventilation System reduces intake of air, a potential cause of colic or spit up
- NaturalWave® Nipple is 100% soft silicone, flexible and designed for optimal compression
- Available in slow and medium flow
- BPA & BPS free



NaturalWave® Nipples

Flow	Vendor Stock #	Unit Size	Units/Case
Slow	71027	1 pair	12 units
Medium	71026	1 pair	12 units



Care



Pump



Store



Feed

The Lansinoh logo is centered at the top of the page. It consists of the word "Lansinoh" in a white, sans-serif font, with a registered trademark symbol (®) to the upper right of the "h". The text is enclosed within a teal-colored oval background.

Founded by a breastfeeding mom, Lansinoh® has supported breastfeeding mothers for 35 years. Famous for its award-winning cornerstone product, Lanolin Nipple Cream, Lansinoh® is now a leader in breastfeeding accessories, which are available in nearly 60 countries.

For more information, **please contact Mary Kaericher**

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Connect with us!



lansinoh.com

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