

I was not blessed with perfect breastfeeding anatomy !! However the truth is, the anatomy of the female breast has nothing to do with her ability to breastfeed successfully. I did struggle enormously with breastfeeding and I take my hat off to any woman that pushes through the pain, engorgement, mastitis, blocked ducts, dripping, staining, oozing and the skirting barrier, to continue to breastfeed. I experienced all of these things and more. With the teachings we had in nursing training "every woman can breastfeed, not acceptations", I perserved. I look back on photos of my son from birth to about 4 months and feel quite sad. I wished I had embraced him, his little fingers and his smile more than I did. I was so adamant that I was going to get this breastfeeding right, I lost focus of my brand new baby boy. I can honestly say I bordered on post-natal depression. The guilt and the feelings of helplessness and hopelessness were so consuming. I needed help for the next feed, not in a couple of days or a week, I needed help now!

I was a sleep deprived mum with bleeding, blistered and bruised nipples. I vowed I would do what I could to assist other breastfeeding mothers. So I developed the Bra Brooch. With the intention of placing positive self-affirmations on small bra clips, I wanted breastfeeding mums to feel reassured at the commencement of each feed. When strapped around the bra strap, the **Bra Brooch** is also a simple yet essential reminder to all breastfeeding mothers that they are feeding their baby on the correct breast. Decreasing the chances of engorgement, breast discomfort, mastitis and blocked ducts, the **Bra Brooch** is a safe, discreet, comfortable and effortless reminder of which breast to empty next.

Please contact me if you would like to discuss this further.

Kindest regards,

Deb Mackellin