

A Warm Welcome to Feeding Your Baby



You've Got This

It's okay if you're feeling all the feels right now – joy, exhaustion, "what have I gotten myself into?" It's all completely normal. One of the first things on your mind is feeding your baby, and we're here to offer you some guidance.



Fed is Best

Whether you breastfeed or formula feed, the most important thing is that your baby is fed, held close, and loved.



Every Baby is Different

There's no right or wrong way to do this. Every baby, and every mom, is unique.



Trust Your Instincts

Try not to compare yourself to others – social media can be so misleading! You know your baby best.



You are giving your baby exactly what they need. **You are the perfect mom for your baby.**

Breastfeeding



Breast Milk is Amazing

It's packed with everything your baby needs – a personalized superfood, perfectly designed for your little one.



A Beautiful Connection

The connection you feel while breastfeeding is incredible. It's a truly special bond between you and your baby.



It Can Be Hard

Breastfeeding doesn't always click right away. Latching challenges, supply worries, and pain are all common. You are not alone.



We're Here to Help

We can connect you with a lactation consultant or a breastfeeding support group – a true lifeline for practical tips and emotional support.



Find Your Village

Support groups can help you navigate challenges and even introduce you to some wonderful new mama friends along the way!

Formula Feeding When Breastfeeding Isn't the Path

If breastfeeding isn't working for you, or if you choose not to breastfeed for any reason, that is **absolutely okay**. You are not a failure. You are an amazing mom, no matter how you feed your baby.



Formula is a Great Choice

There are lots of excellent formula options full of all the important nutrients your little one needs to grow and thrive.



Talk to Your Pediatrician

Refer to our formula guide and chat with your pediatrician about which formula might be the right fit for your baby.



Overcoming Guilt

If breastfeeding is taking a toll on you, check out our video on *"Overcoming guilt when breastfeeding isn't possible."*



Our team includes a **psychologist dedicated to your well-being**. Don't hesitate to reach out to us for more support – lean on your doctor, your family, your friends. Build your village.

Resources & Support

📄 We've included helpful resources in the links below. Please don't hesitate to reach out to your **Ollie team** for more support. You've got this, mama!

Lactation Consultant –
connect with our team for a
referral

Breastfeeding Support Group –
find community and practical
guidance

Formula Guide – choosing the
right formula for your baby

Video: *"Overcoming guilt when breastfeeding isn't
possible"*

Psychologist Support – reach out to our
dedicated well-being expert