



Ameda Platinum® Multi-User Breast Pump

For More
Milk &
Safe Milk

The only multi-user hospital breast pump to record a milk volume in excess of 1,000 mL/day by Day 14



Ameda HygeniKit® Milk Collection System features the world's only FDA-cleared protective viral barrier



Clinical evidence supports the effectiveness of the Ameda Platinum pump for your most critical patients



Backed by clinical research, the Ameda Platinum breast pump is proven to be the most effective for milk production and maintaining adequate milk supply for all babies, including preterm and full term infants.

HELP MOM ESTABLISH MORE MILK

ComfortFlow™ = More Milk

Ameda's signature ComfortFlow™ Technology creates a comfortable and smooth feel for mom while pumping. To achieve this, Platinum uses a waveform that has been shown to be the most effective for milk production compared to other multi-user hospital breast pumps.

Clinical evidence supports the effectiveness of the Ameda Platinum pump for your most critical patients

In 2013, Larkin et al. completed a study using the Ameda Platinum breast pump with exclusively pumping NICU mothers.¹

Primary Objective: Demonstrate the pump's ability to establish a full milk supply for an exclusively pumping NICU mother (>700 mL/day by 14 days postpartum)

Subjects: 26 mothers who gave birth to preterm infants, 26-32 weeks gestational age

Timeframe: Pumping with Ameda Platinum initiated within 12 hours of birth, continued for 14 consecutive days

Frequency of Pumping: 7-8 pumping sessions per 24 hours, each day of the study



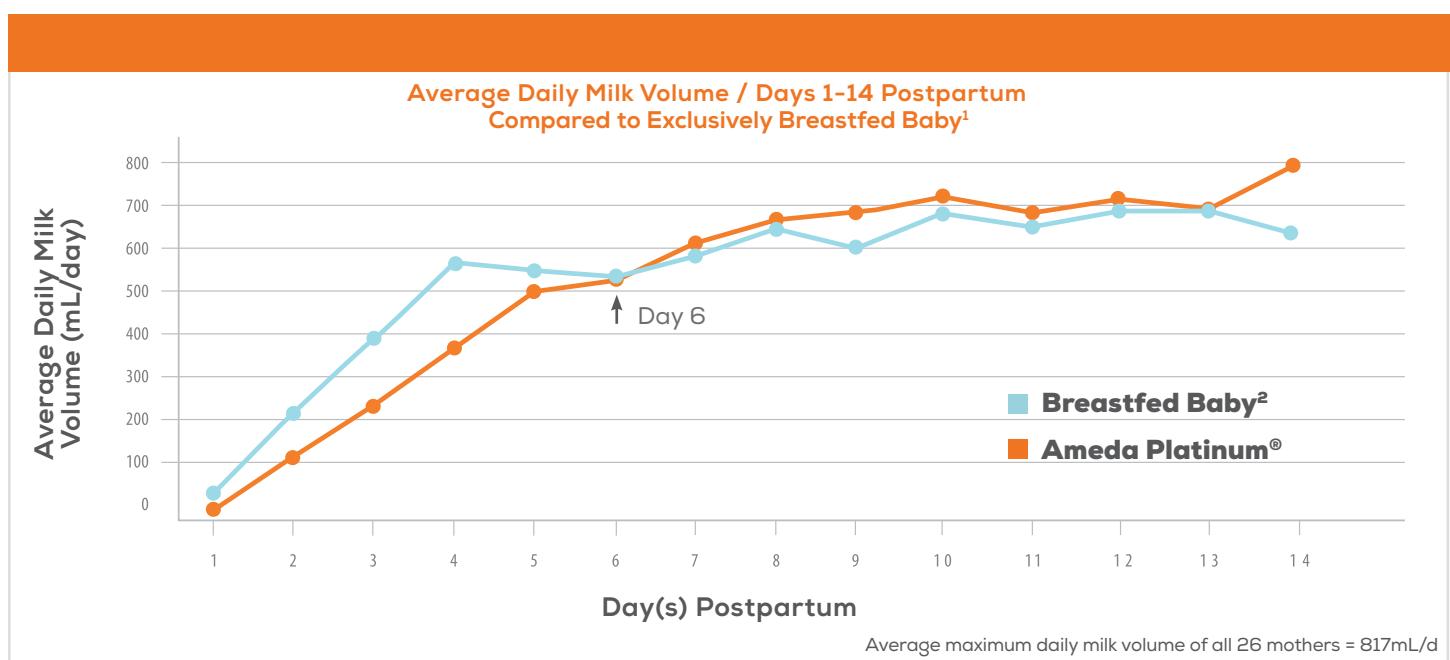
2002

Mitoulas et al. find in comparison to other pumps, the waveform similar to the one found in Ameda Platinum is able to remove a greater percentage of available milk in the first five minutes after milk begins to flow.



2013

Larkin et al. is the first study to record a milk volume in excess of 1,000 mL/day by Day 14. These results currently surpass any other breast pumping volumes cited in breast pump clinical studies.¹



CLINICAL SOURCE AND REFERENCES:

¹The published study (Larkin et al. 2013), examining the use and outcomes of a new multi-user hospital breast pump in exclusively pumping Neonatal Intensive Care Unit (NICU) mothers, evaluated whether full milk production, defined as 700 mL/d, could be achieved by NICU mothers who delivered infants between 26-32 weeks gestational age, exclusively using the Ameda Platinum® breast pump in the first 14 days postpartum.

²2. Neville MC et al. Studies in human lactation: milk volumes in lactating women during the onset of lactation and full lactation

HELP KEEP BREAST MILK SAFE

Proven Airlock Protection™ = Safe Milk

Ameda's **HygeniKit Milk Collection System** features the world's only **FDA-cleared** protective barrier.[†] Independently lab-tested **Proven Airlock Protection™** helps protect breast milk, kit tubing and pump from potential contaminants like bacteria and viruses while pumping.

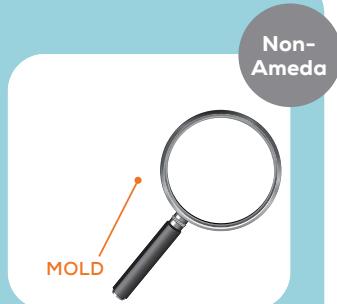


Organisms require moisture to proliferate.³ Research on breast pump tubing confirms that organisms grow when moisture is present, and there are multiple case reports linking moisture in breast pump tubing with the spread of infection to compromised babies when mothers use pump collection kits without a diaphragm barrier at the breast piece.⁴



Did You Know?

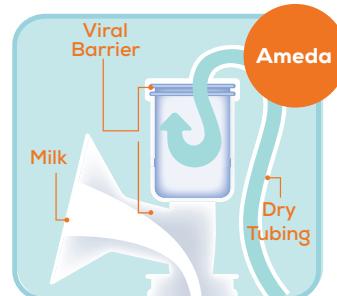
Some Non-Ameda breast pump brands in the market do not have a protective barrier at the breast flange.



Without an effective barrier, the tubing can be a potential medium for condensation, moisture and mold. This risk can ultimately affect breast milk for the infant as well as the pump parts.

Ameda's HygeniKit Milk Collection System

System with the protective barrier helps prevent potential risk factors, offering the safest kit available on the market. There is no need to clean the tubing as it remains dry, simplifying pump use and care.



³Mandell, G. et al. 1990. Principles and Practice of Infectious Diseases, 3rd edition. New York: Churchill Livingstone, p. 180.

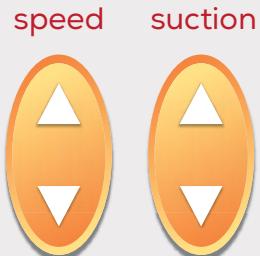
⁴Moloney, A. C. et al. 1987. A bacteriological examination of breast pumps. *J Hosp Infect* 9:169-74.

HELP ACHIEVE MORE COMFORT DURING PUMPING

CustomControl™ = More Comfort

Babies change sucking patterns to achieve multiple milk ejections during a breastfeeding session. The Ameda Platinum provides mothers the ability to adjust suction and speed to maximize their milk flow.

CustomControl™ technology features over 5,000 unique setting combinations that allows independent control of speed and suction so mothers can customize pump settings to their maximum comfort level.



Research has shown pumping at highest comfortable settings yields more milk.

2003

Kent et al. found, time to MER (Milk Ejection Reflex) is not related to initiation of pumping with stronger suction (range studied -41 to -148 mmHg), however increasing the suction after MER can elicit a greater milk volume in the first minute after MER.⁵

2006 & 2008

Ramsay et al. (2006) and Kent et al. (2008) found when mothers set the suction at their maximum comfortable setting, their milk flow rate and overall breast milk yield are enhanced.^{6,7}



CustomFit Flange System™= Best Fit

A good breast flange fit ensures a perfect seal which enhances breast pumping efficiency. The **CustomFit Flange System™** makes finding the right fit easy, featuring 7 different sizes.

VacuSense™= Consistent Pressure

Only found in the Ameda Platinum pump, **VacuSense™** Technology provides consistent suction during single and dual pumping, varying altitudes or changing atmospheric pressure.

⁵Kent JC, Ramsay TC, Dorota Doherty P, Larsson M & Hartmann PE. Response of breasts to different stimulation patterns of an electric breast pump. *J Hum Lact* 2003;19(2):179-186.

^{6,7}Ramsay DT, Mitoulas LR, Kent JC, Larsson M & Hartmann PE. The use of ultrasound to characterize milk ejection in women using an electric breast pump. *J Hum Lact* 2005;21(4):421-428.

HELP MOTHERS ACHIEVE MORE MILK AND SAFE MILK WITH THE PLATINUM DIFFERENCE



ComfortFlow™ Technology

Clinically proven waveform to establish and maintain a better milk supply



Proven Airlock Protection™

World's only FDA-cleared protective viral barrier that helps protect breast milk



CustomControl™ Technology

Independent control of speed and suction allows for increased comfort which means more milk



VacuSense™ Technology

Consistent suction performance always regardless of varying altitudes or changing atmospheric pressure



CustomFit Flange System™

Best flange fit for increased pumping efficiency

DESIGNED FOR CLINICAL SETTINGS

- Tested for durability in clinical settings
- Preassembled collection kit
- Easy trouble-shooting
- Clear indications if service required
- Comes with best-in-class 3-year warranty

MOM FRIENDLY FEATURES

- Three easy-to-read LCD screens
- Soft touch control panel
- Built-in dual bottle and flange holders
- Clear message display

"The Ameda Platinum is the pump of choice for NICU mothers. The pump is comfortable and effective. I am amazed by the milk volumes that are obtained by the Ameda Platinum, especially in the immediate postpartum period."

- NICU RN, IBCLC

"The separate dials made it easier to do multiple releases and easier to find a comfort level."

"This is simply the best pump I have ever used."

"I could put it to the speed and suction comfortable for me."

- NICU Moms

Interested in using the Ameda Platinum Breast Pump in your hospital or practice?
Contact your local Ameda representative today or contact orders@amedacom

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† FDA-cleared barrier designed to protect pump, tubing, and bottle against bacteria and viruses. The Ameda Logo, Ameda, ComfortFlow, CustomFit Flange System, CustomControl, HygeniKit, Platinum, Proven Airlock Protection, and VacuSense are trademarks and/or registered trademarks of Ameda, Inc. in the United States and other countries. Distribution in other countries: For product information or feedback, call your local distributor or location where you purchased the product. For a listing of distributors in your country, please visit www.amedacom.