

Swing™ – The high Quality electric Breastpump with 2-Phase Expression Technology

*No. 1 choice
of hospitals
& mothers*

Design and Nature
perfectly combined
to support modern
Mothers



Swing™

The electric Breastpump with
2-Phase Expression Technology.
Ideal for daily use; perfect for active
Mothers.



| | | |
|--|---|----------|
| Why do mothers buy it? | Swing is a very reliable breastpump which offers high quality and great comfort. It pumps more milk in less time and is compact and quiet, so it can be used discreetly on the move. | Page 4/5 |
| What are the benefits? | Efficient, comfortable, easy to use and discreet. | Page 6 |
| Who buys it? | Mothers who work part-time, pursue a hobby, engage in sports, etc. They don't want to spend too much time pumping. Also ideal in case of latch-on problems, breast infection or sore nipples. | Page 7 |
| Why is it better? | The Medela 2-Phase-Expression Technology delivers mothers more milk in less time. Plus, all parts that come into direct contact with breastmilk are (and have always been) free of BPA. | Page 8 |
| Everything a breastfeeding mother needs | Medela offers a full range of products for all the needs of a breastfeeding mother. | Page 9 |
| Calma: the right feeding solution | Calma is the right feeding solution for mothers who pump. | Page 10 |
| Who is behind it? | Medela is your leading partner when it comes to breastfeeding. Learn more about how you can profit with Medela solutions. | Page 11 |

Swing™ Specifications & why a Mother would choose it

| | Swing | Advantage |
|--|--|--|
| Technology | Research-based 2-Phase Expression Technology | 2-Phase Expression guarantees efficiency and comfort. |
| Handling | Electric | Electric handling provides a convenient and effortless pumping session. |
| Dimension Pump | 12 x 13 x 5.7cm | Swing with its compact design is easy to hold and transport. |
| Weight | 300g (incl. batteries) | The light pump offers mobility. |
| Material | PE, PP, TPE | All parts can be cleaned very easily – boiling, microwave bags, sterilising, etc. |
| Content | Pump consists of only 6 parts | It is intuitive and easy to assemble, use and clean. |
| Breastshield | Individual sized PersonalFit, soft and gentle SoftFit | More comfort due to the choice of two different breastshields, depending on the mother's individual preference. |
| Vacuum (Stimulation/ Expression) Cycles (Stimulation/ Expression) | 50-120mmHg 50-250mmHg ~100 cycles/minute ~45-72 cycles/minute | The pump switches automatically from stimulation- to expression phase. Or mothers can switch between the two phases or choose the most comfortable vacuum level easily by pushing one button individually. |

| | Swing | Advantage |
|---------------------|---|---|
| BPA | All materials that come into contact with breastmilk are BPA-free | Mothers benefit from a safe solution. |
| Power Supply | 4 x 1.5V alkaline or individual mains adapter | It is a flexible solution and provides mobility. |
| Noise | max. 57dBA | Swing is one of the most quiet electric breastpumps. |
| Warranty | 6 months | Mothers benefit from a reliable and lasting solution. |

What are the Benefits of using Swing™?

Breastfeeding generally gives babies the healthiest start in life.

Breastmilk contains everything the baby needs – in just the right combination; it varies not just over the months, but also within the day. At times when a mother needs to be away from her baby – or when the nipples need a rest – expressing breastmilk, using the unique research-based Medela technology, makes feeding breastmilk by bottle the next best option.

Swing is one of the most popular single electric breastpumps in the world.

- | Efficiency: More milk in less time due to our 2-Phase Expression Technology.
- | Tailored: ideal for daily electric pumping.
- | Comfort: various vacuum levels and setting options.
- | Easy: intuitive to assemble, use and clean.
- | Convenient: quiet and compact design, ideal for discreet pumping.

Who is likely to buy a Swing™?



Swing is the pump of choice for active and modern mothers who need a pump for daily use. Whether they work part-time, want to have an evening out, do some sport to get a change, or if they just want to go shopping, the electric breastpump Swing is a convenient solution for mothers who don't want to spend too much time pumping.

We also recommend Swing for mothers who are having difficulties with breastfeeding, e.g. latch-on problems, breast infection or sore nipples. Mothers get relief and can benefit from a short break from breastfeeding. But they still do best for their baby by feeding breastmilk.

How can you identify Swing mothers?

We have collected a handful of questions that will help you find out if Swing is the best solution for the mother in front of you:

- | What is your main reason for looking for a breastpump?
- | How long do you plan to breastfeed?
- | Do you need to overcome breastfeeding difficulties?
- | Do you intend to go back to work – part-time or full-time?
- | Would you like to share feeding times with your partner?
- | Would you like to have some more time for yourself?

What sets Swing™ apart from other pumps?

Swing is based on our unique 2-Phase Expression Technology:

Over many years of research at the University of Western Australia we investigated the natural sucking pattern of newborn full term babies. What we found was that babies initially use short, fast sucks to stimulate the milk ejection reflex. Once the milk begins to flow, they change to a slower, deeper rhythm to actually feed. We at Medela translated this knowledge into technical know-how – and professional products that help mothers to get more milk in less time.

Thanks to our 2-Phase Expression Technology the breastpump simulates the natural infant sucking behaviour at the mother's breast. Using the electric breastpump feels very comfortable – almost like breastfeeding. To increase comfort even more, we sell Swing with two different breastshields – to suit a mother's individual needs. In addition, with the 2-Phase Expression Technology the pumping time is reduced.



What else is needed for successful pumping?



The package contains:

| | | |
|--------------|--------------------------|-----------------------------|
| 1x Pump | 1x Bottle | 1x PersonalFit Breastshield |
| 1x Tubing | 1x Stand, Lid, Disc, Cap | 1x SoftFit Breastshield |
| 1x Connector | 1x Bag | 1x Mains Adapter |

All parts that come into contact with breastmilk are completely BPA-free!

Other products your customers might find helpful:

- I B-Well Bottle Warmer/B-Well Steam Sterilizer:** Gently heats breastmilk and keeps it warm on constant end temperature - and can neatly be stored in the B-Well Steam Sterilizer.
- I PureLan:** natural lanolin to treat sore nipples.
- I Hydrogel Pads:** Provides instant relief with a unique cooling effect.
- I Pump&Save Breastmilk Bags:** The practical stand-up bag, that makes collecting and freezing easy and hygienic



Calma: the right feeding solution



Suggest Calma for feeding breastmilk!

This breastfeeding-friendly, revolutionary feeding solution is the only research-based feeding device that helps maintain the unique feeding behaviour of a baby: the baby can feed, pause and breathe regularly; milk will not flow unless a vacuum is created, and flow immediately stops when the baby relaxes to pause and breathe. Thus, a baby's natural feeding behaviour will be maintained – enabling mothers to switch from bottle to breast easily.

For the breastfeeding and pumping mother, Calma means...

- ... she needs just one type of teat throughout her breastfeeding duration.
- ... the baby can feed, pause and breathe regularly.
- ... milk will not flow unless a vacuum is created.
- ... milk flow stops when the baby relaxes to pause and breathe.
- ... her baby's natural sucking rhythm will be maintained, enabling easy transition back to the breast.

This is absolutely unique!

For further information visit our homepage www.ready-4-calma.com

Who is behind Swing™?



Medela is a leading breastfeeding partner in hospitals: we have been contributing to babies' welfare for almost fifty years. We provide mothers with advice and support as well as innovative and research-based products throughout their breastfeeding period, in order to enrich and simplify lives.

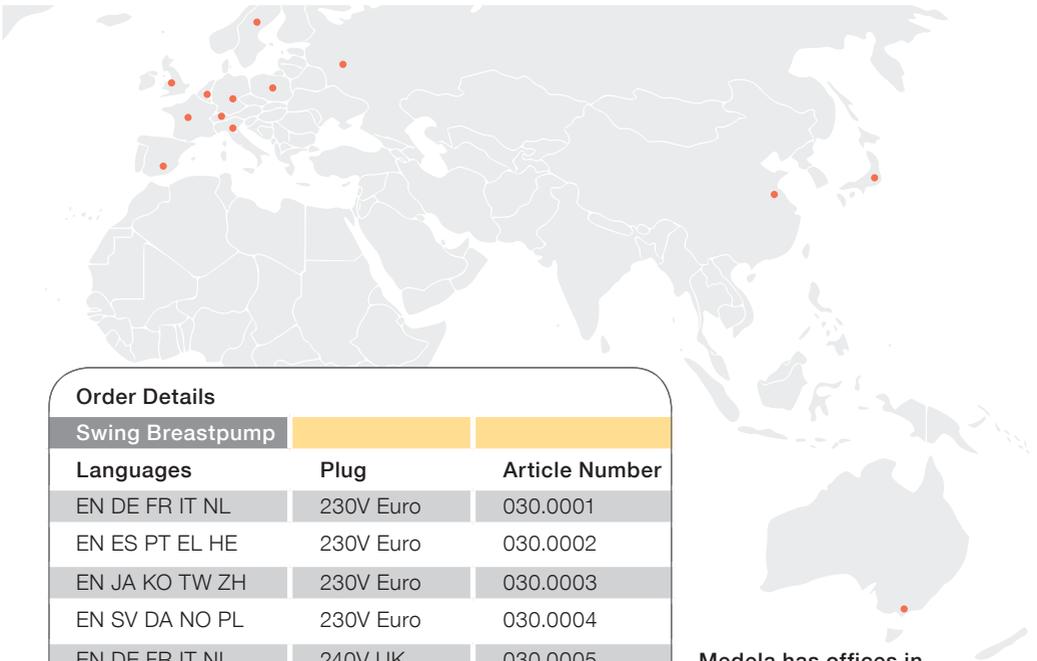
Now, we can offer you and your customers a complete and fully co-ordinated range of breastfeeding solutions – including Swing, the multi-award-winning single electric breastpump with research-based 2-Phase Expression Technology.

Practical for mothers and profitable for you:

- | Hospitals and professionals recommend Medela products.
- | Stand out by offering high-quality breastpumps with a unique and outstanding research-based technology.
- | Offer a tailor-made solution for every breastfeeding need a mother might have.
- | Make your customers 100% satisfied – by offering them easy-to-use, adaptable and proven products.

If you have questions or for further information, visit us at www.medela.com.
We are here to help!

www.medela.com



Order Details

Swing Breastpump

| Languages | Plug | Article Number |
|----------------|-------------|----------------|
| EN DE FR IT NL | 230V Euro | 030.0001 |
| EN ES PT EL HE | 230V Euro | 030.0002 |
| EN JA KO TW ZH | 230V Euro | 030.0003 |
| EN SV DA NO PL | 230V Euro | 030.0004 |
| EN DE FR IT NL | 240V UK | 030.0005 |
| EN JA KO TW ZH | 240V UK | 030.0006 |
| EN DE FR IT NL | 240V AUS/NZ | 030.0007 |
| EN JA KO TW ZH | 120V US | 030.0008 |
| EN ES PT EL HE | 120V US | 030.0013 |
| EN RU HU CS TR | 230V Euro | 030.0023 |
| EN JA KO TW ZH | 220V CN | 030.0024 |

Medela has offices in several countries all over the world

INTERNATIONAL SALES
 Medela AG, Medical Technology
 Lättichstrasse 4b
 6341 Baar / Switzerland
 Phone +41 (0)41 769 51 51
 Fax +41 (0)41 769 51 00
ism@medela.ch
www.medela.com