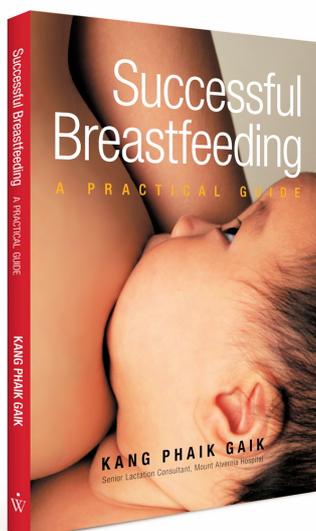


New Release 2010



Kang Phaik Gaik, Lactation Consultant

Successful Breastfeeding: A Practical Guide

Although it seems natural for mothers to breastfeed, the ability to do it successfully does not necessarily come naturally for some. They still struggle with the practical aspects of breastfeeding, such as how to position and latch the baby, how to stimulate lactation, and how to continue giving breastmilk after they return to work.

Successful Breastfeeding is the result of three decades of observing and working with mothers. Author and veteran lactation consultant Kang Phaik Gaik has painstakingly distilled her extensive breastfeeding know-how and experience into this comprehensive practical guide – to equip mothers to breastfeed their babies successfully, confidently and enjoyably.

Peppered with practical tips and fresh insights from the Asian perspective – from starting off right, caring for your breast to having the right diet and storing breastmilk – *Successful Breastfeeding* is a timely guide, a must-have for all mothers wishing to breastfeed their babies. It is also an essential resource for all healthcare professionals caring for mothers.

Start your breastfeeding journey and give your babies the gold standard of infant nutrition – breastmilk.

Recommended Retail Price **S\$22.00** | Singapore & Malaysia
 Recommended Retail Price **US\$22.00** | Rest of the World {Overseas postage applies}
 e-Book version available in mid-2011
 ISBN13: 978-981-08 6229-9 | No. of Pages: 188 pages | 210mm x 140mm |
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About the Author

Kang Phaik Gaik is a Senior Lactation Consultant at Mount Alvernia Hospital, where she has been based since 1980. A highly sought-after breastfeeding expert, Ms Kang has been regularly featured in the print and broadcast media, including Singapore's leading English and Chinese dailies *The Straits Times* "Mind Your Body" and *Lianhe Zaobao*, MediaCorp TVs Channel NewsAsia Primetime Singapore, Channel 8 and Radio 938LIVE.

Ms Kang is an International Board Certified Lactation Consultant and has been a longtime member and educator at several local bodies that promote breastfeeding. These include the Breastfeeding Mothers' Support Group, Singapore and Association for Breastfeeding Advocacy, Singapore. She is also the President of the International Association for Infant Massage Chapter, Singapore and an International Certified Infant Massage Instructor.

Ms Kang received her training at the College of Nursing & Midwifery at Ninewells Hospital, Dundee, Scotland, as a state registered nurse and state registered midwife. She is married with two grown up children.



Praise for *Successful Breastfeeding*

"Successful Breastfeeding presents the evidence in favour of breastfeeding in ways that even the most skeptical or half-hearted mother should find acceptable."

Professor Ho Lai Yun

Senior Consultant, Pediatrician & Neonatologist, Singapore General Hospital & KK Women's and Children's Hospital

"A must-have for all mums wishing to breastfeed their babies."

Dr Ho Hon Kwok

Consultant Obstetrician & Gynaecologist | Chairman, Medical Board, Mount Alvernia Hospital

"A timely guide. I have no doubt this book will be an enormous help for all mothers to breastfeed successfully."

Dr Yong Tze Tein

Consultant Obstetrician & Gynaecologist, Singapore General Hospital | President, Association for Breastfeeding Advocacy (Singapore)

"Sister Kang has penned down the most important aspects to ensure successful breastfeeding."

Mrs Angeline Wee-Yew

President, The Breastfeeding Mothers' Support Group (Singapore)