

## ILCA Conference July 2005

### Report on the Exhibit Area and some of the Vendors Ruth Sweet

I found it interesting that the new pump companies (Whittlestone and WhisperWear) were not showing their products.

Many new small companies were showing gadgets to help women with problems that I don't consider problems; such as little pillows to put under heavy breasts, an assortment of breastfeeding pillows, shawls and bibs to hide the nursing baby from public scrutiny, milk containers and coolers, cosmetics and nipple ointments.

The ILCA Bookstore had some interesting books and pamphlets. Dr. Hale's booth (Pharmasoft) was also selling interesting books and I am not sure which vendor sold the books listed here:

Wearing Your Baby by Maria Blois gives a thorough discussion of every cloth baby carrier that the author could find and a description of how to use them.

The CDC Guide to Breastfeeding Interventions from the US Dept of Health and Human Services is appears to be a very useful document for skeptical supervisors full of wonderful photos. It can be downloaded at <http://www.cdc.gov/breastfeeding>. Or email <mailto:bfguide@ckc.gov> to request printed copies.

Kangaroo Mother Care, A practical guide from the Dept of Reproductive Health and Research at WHO is a wonderful description of the how and why of KMC for premies.

The only products that caught my eye and are now appealing to my customers are from Pumpin Pal. <http://www.pumpinpal.com> or 877-INO-VATE. They have a breast pump shield that will fit Medela, Ameda and Bailey pumps and allows milk to drain into the collection container while mom sits back in a comfortable position. They also have a clever support system that allows hands free pumping once suction is established.

The most important item that I want to report on is that the Hartman team and Leon Mitoulas in particular are developing a corrected illustration of the anatomy of the human breast. Their current drawing is in black and white at <http://www.biochem.biomedchem.uwa.edu.au/page/70288>. The previous illustrations that are available were derived from a cadaver study that was prepared by pouring hot wax into the milk ducts sometime in the 19<sup>th</sup> century! What was found then has been considered to be the truth ever since. The Hartman team ultra sound studies have found that the enlarged milk storage ducts behind the areola do not exist, that there are at most 10 openings at the nipple, that fat is stored interspersed throughout the breast, that storage capacity is tremendously variable between women. These findings explain our experience that breast surgery of any kind has the potential to drastically alter breast function.