

A close-up photograph of a woman smiling as she breastfeeds a baby. The baby is positioned at the breast, and a clear, teardrop-shaped Munchkin nipple shield is attached to the nipple. The woman's hand is visible, gently supporting the baby. The background is bright and out of focus.

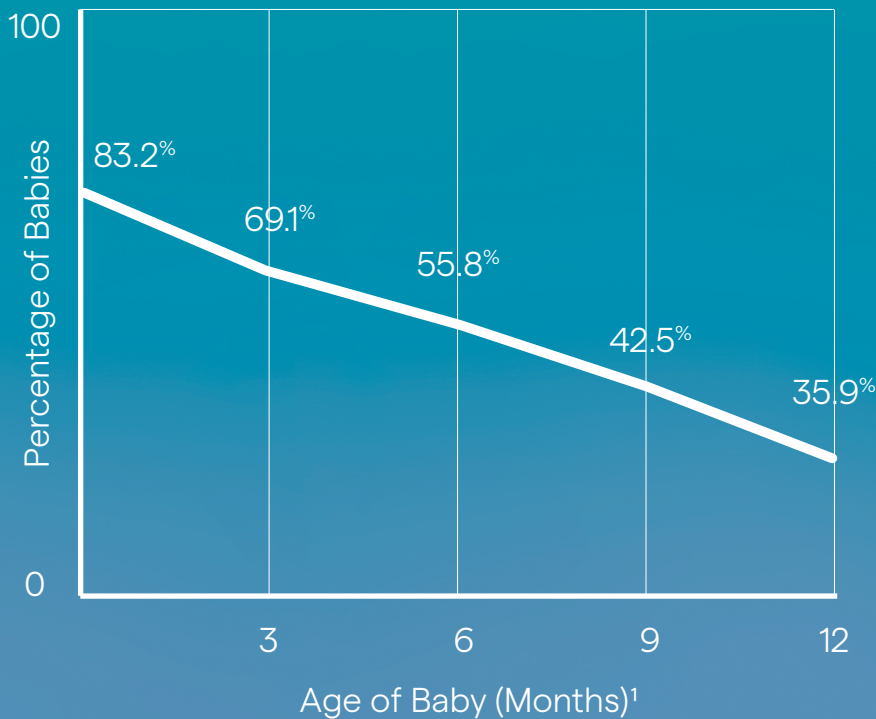
munchkin[®]

Flow Nipple Shield +

**With See-Thru Channel
to Watch Milk Flow**

We are on a mission to raise global breastfeeding rates.

Figure 1. Any Breastfeeding Rates by Age (US)



83.2%

of infants initiated breastfeeding

60%

of U.S. moms do not meet their breastfeeding goals²

55.8%

of U.S. moms continue doing any breastfeeding at 6 months

The perception of insufficient milk supply is the leading reason women stop breastfeeding even though less than 5% experience a true shortage, particularly at the start of breastfeeding.³

Women with confidence in their milk supply are more likely to breastfeed longer.

The Flow Nipple Shield + is changing the game. Its built-in channel allows mothers to see their breast milk while nursing, providing unprecedented

insight when breastfeeding. Gain peace of mind and confidence with this revolutionary new tool.



Engineering History

5⁺

Years of development
with engineers &
Lactation Consultants

520⁺

Usability trials with
nursing mothers & LCs

300⁺

participants in U.S.
clinical trial



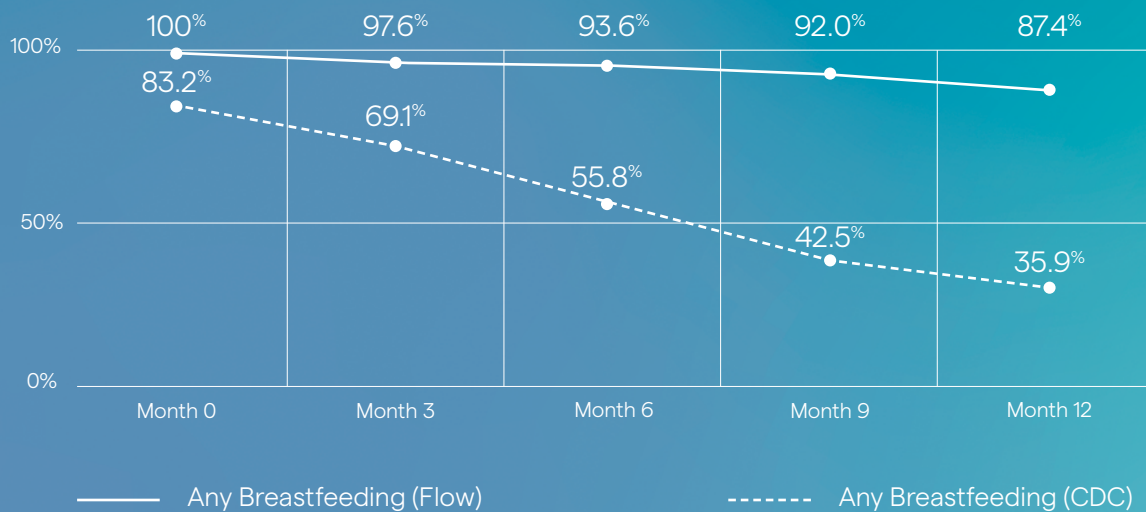
We are proud to announce the conclusion of a rigorous study designed to better understand the needs of new mothers across the United States.

In 2023, we began a yearlong, double-blind trial. Aligning with the CDC demographics we enlisted approximately 300 participants to enable meaningful comparisons with national breastfeeding statistics. Backed

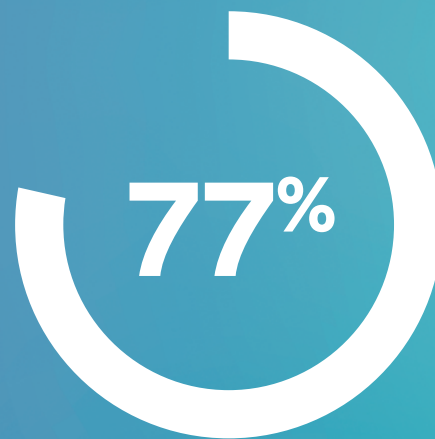
by a partnership with a respected clinical research organization, this study underscores our commitment to advancing research that empowers mothers and their families.

When using Flow Nipple Shield + there is less of a breastfeeding drop

Figure 2. Any Breastfeeding Rates by Age Among Flow Users vs. US



Said Flow helped them **'meet' or 'meet and exceed' their goals** by month 12 of breastfeeding



Feel **'somewhat' or 'much' more confident about breastfeeding** because of Flow in the critical 1st month of breastfeeding

Moms and Lactation Consultants share their experience

Why parents and lactation professionals believe Flow Nipple Shield + is an essential tool.



“Flow helped me gain a lot of confidence in breastfeeding. It was remarkably reassuring to see how much milk was coming steadily.”

Nicole

Flow user & second time mom



“Oh my gosh, my baby is being fed – it's such a powerful reinforcement of the process.”

Shah

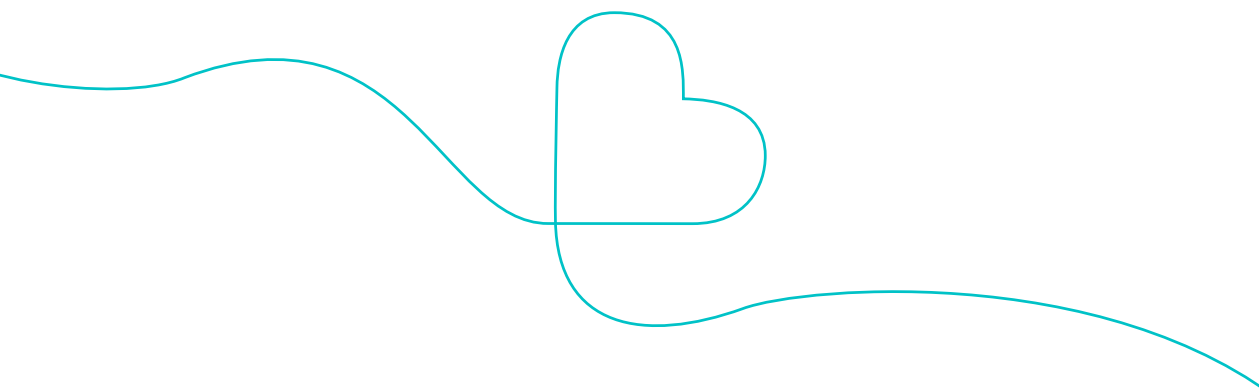
Flow user & first time mom



“It's easy to clean, easy to carry, it comes in a portable case, it's very accessible. You don't have to plug it in. It lessens the stress. It really does.”

Emily Johnston

IBCLC International Board Certified Lactation Consultant



Lactation Consultants Case Studies

Every mother's breastfeeding journey is different, and Flow Nipple Shield + adapts to each one. Here are just a few examples of how Lactation Consultants are utilizing its innovative technology.



- Building confidence for Moms as they learn to understand their letdown and supply
- Helping to alleviate symptoms of OMER (Overactive Milk Ejection Reflex)
- Reassuring moms with DOL (Delayed Onset Reaction) that milk is flowing

Mirlo McAlister
IBCLC International Board Certified
Lactation Consultant

A Note for WIC Providers:

- Over 25% of enrolled subjects in the Flow US Clinical Trial are active participants in WIC
- Over 95% of WIC participants are still breastfeeding at month 6

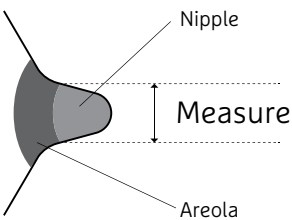
Visit [Munchkin.com](https://munchkin.com) to explore additional sizes and replacement parts.



Available Sizes: S – 16mm
M – 20mm
L – 24mm
XL – 28mm

Flow Nipple Shield + allows mom to see milk flowing while she nurses. Reusable syringe and steam sterilizing case keep cleaning simple.

Use the guide below to choose your Flow Nipple Shield + size:



Measure the diameter of your nipple at its widest point (excluding the areola).
NOTE: For best results, measure when your nipple is stimulated.

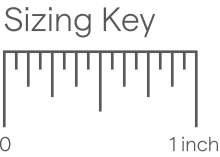
Nipple Diameter Measurement	Recommended Shield Size
Up to 15mm	S - 16mm
16mm – 19mm	M - 20mm
20mm – 23mm	L - 24mm
24mm – 27mm	XL - 28mm

Printable Fitting Guide

- Carefully guide the hole all the way down to the base of the nipple.
- Whichever size comes closest to the base of the nipple without making contact is your recommended size.

IMPORTANT

Always print at 100% or FULL SCALE otherwise sizing will be incorrect. Use a ruler or tape measure to verify printing at Sizing Key.



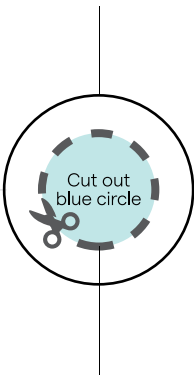
Flow Size
S - 16mm

Flow Size
M - 20mm

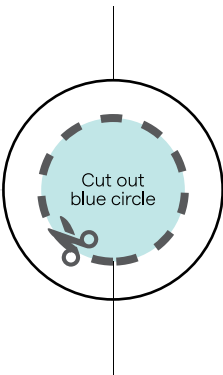
Flow Size
L - 24mm

Flow Size
XL - 28mm

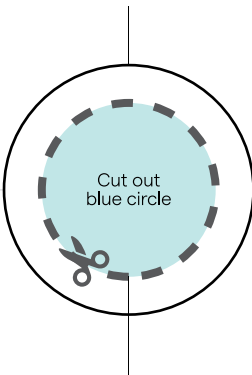
Fold
here



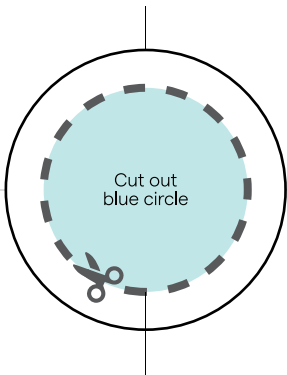
Nipple Diameter
up to 15mm



Nipple Diameter
up to 19mm



Nipple Diameter
up to 23mm

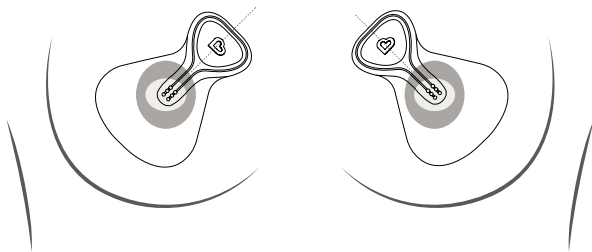


Nipple Diameter
up to 27mm

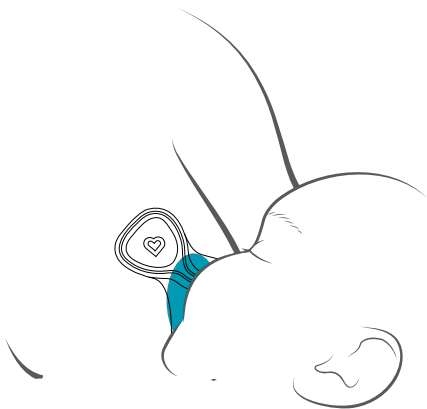
How to use Flow Nipple Shield +

NOTE: Flow should be used after colostrum has flushed through, which is typically between 48-72 hours after birth, but can vary.

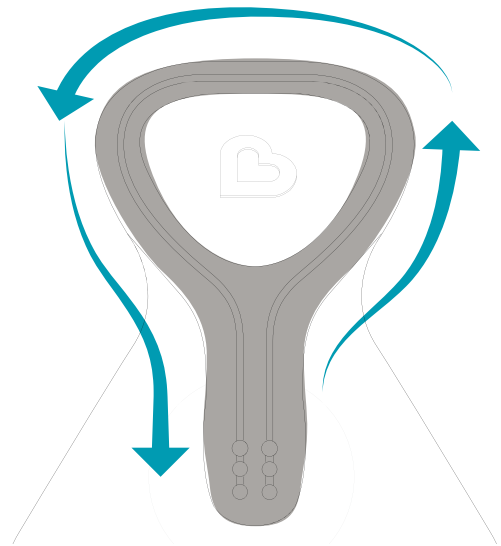
1. Place shield over the center of your nipple, with the milk channel facing upward towards the center for easy viewing. From your breastfeeding position, you should be able to see the tube.



2. Have your baby latch to your breast with the shield attached. The tube should be positioned between the baby's lips.



3. The milk should begin flowing through the tube but may take up to 90 seconds for letdown to happen. You will be able to observe the milk flow rate, its color and your baby's unique nursing patterns.



NOTE: Keep in mind that the milk flows through the tube as long as your baby is nursing. The consistency of your baby's suckling can vary and occasionally the baby may take a break, which will be observed as pauses or backward milk flow in the loop. The presence of air bubbles in the milk tube is normal.

4. Once feeding is done, move to cleaning.

Stay in the know with Flow Join our HCP community

Sign up [here](#) or contact us at:

United States & Canada

Hours of Availability:

Monday–Thursday: 8:00 AM – 5:00 PM PT,

Friday: 8:00 AM – 1:00 PM PT

Phone: 1-800-344-BABY (2229)

Text: 1-805-344-BABY (2229) (Carrier
message rates and data fees may apply)

Email: cserv@munchkin.com

WIC providers, reach out to
partner with us and support
your community!

wicflow2025@munchkin.com

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