# Products List

<table>
<thead>
<tr>
<th>Category</th>
<th>Product Name</th>
<th>Specs</th>
<th>Product Images</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast Pumps</td>
<td>Electric Breast Pump Pro</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Electric Breast Pump Portable</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Manual Breast Pump</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hand Expression Cup</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nursing Bottles for Infants</td>
<td>SofTouch™ Peristaltic PLUS Series Nipple for Hospital Use</td>
<td>SSS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SofTouch™ Peristaltic PLUS Series Nursing Bottle for Hospital Use</td>
<td>SSS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cap for Nursing Bottle for Hospital Use</td>
<td>100ml</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cap for Nursing Bottle for Hospital Use</td>
<td>200ml</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Name Plate for Nursing Bottle for Hospital Use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nursing Bottles for Infants</td>
<td>Bottle for Cleft Lip and Palate</td>
<td>240ml</td>
<td></td>
</tr>
<tr>
<td>with cleft lip and palate</td>
<td>Nipple for Cleft Lip and Palate</td>
<td>Small</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nipple for Cleft Lip and Palate</td>
<td>Regular</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Feeder with Long Silicone Nipple</td>
<td>120ml</td>
<td></td>
</tr>
<tr>
<td>Breast Milk Storage Accessories</td>
<td>Breastmilk Storage Bags</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Breastmilk Storage Bottles</td>
<td>Wide-neck</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bottle &amp; Babyfood Warmer</td>
<td>Slim-neck</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bottle &amp; Babyfood Warmer</td>
<td>Power input: AC220V, 60-6800W Plug type: G or E</td>
<td></td>
</tr>
<tr>
<td>Nipple Care Items</td>
<td>Nipple Care Cream</td>
<td>Soft type</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nipple Shield</td>
<td>(M size/L size)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nipple Puller</td>
<td>Hard type</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Breast Pads Honeycomb</td>
<td>36pcs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>60pcs</td>
<td></td>
</tr>
</tbody>
</table>
From the medical practice to households.

Pigeon covers all areas related to breastfeeding.

From the medical practice to households.

Pigeon covers all areas related to breastfeeding.

For mothers and infants the world over.

Pigeon's research activities are conducted in collaboration with healthcare professionals, government and academia.

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Pigeon’s approach to breastfeeding

Breastfeeding not only provides infants with necessary nutrients, but it is an important activity that strengthens the bond between the mother and infant.

Pigeon believes that the ideal form of breastfeeding is when the infant feeds directly from the mother's nipple (direct breastfeeding), and we endeavor to support this.

When direct breastfeeding becomes difficult for any reason, Pigeon’s products are designed to provide solutions that will enable mothers to return to this ideal form of breastfeeding. Our corporate philosophy is represented in our ribbon symbol.

The left side of the ribbon shows how Pigeon’s products support a mother’s return to direct breastfeeding when a problem occurs with the nipple or the breast. The right side of the ribbon expresses Pigeon’s philosophy of supporting direct breastfeeding by providing the option to pump, store, and bottle-feed precious breast milk when the mother cannot breastfeed directly.

Care/Prevent Skin Problems around the Nipple and Breast

Use of Nipple Shields to Protect Sore Nipples

Nipple Protrusion Easier for the Baby to Latch on

Direct Breastfeeding

Effectively and Comfortably Pump Breast Milk

Safely Store Pumped Breast Milk

Feeding Pumped Breast Milk with a Nursing Device

For mothers and infants the world over.

Pigeon’s research activities are conducted in collaboration with healthcare professionals, government and academia.

Russia

Since 2013, together with doctors from the Straitentic Center of Children Health, Pigeon has been researching the feeding of infants who temporarily cannot be breastfed, with the aim of returning them to direct breastfeeding.

China

In 2009, the “Breast Feeding Consulting Room Project” was launched at 34 major hospitals around China as a joint project with the Ministry of Health of the People’s Republic of China.

Singapore

A co-research on appropriate breast milk pumping has been conducted with the medical doctor of the national hospital in Singapore since 2011. Also through another collaborative relationship with the hospital in Singapore, feedback on the usage experience with nursing bottles designed for infants with cleft lip and palate (CLP) and various other valuable insights into infants with CLP are being shared between the two organizations. The precious knowledge gained through these alliances is supporting Pigeon’s research and development of the products.

Indonesia

Pigeon began co-researching the feeding mechanism with one of the famous medical doctor from the biggest national hospital in Indonesia in 2013, and the study of the feeding problems in NICU. Pigeon provided the information regarding infant sucking motion to facilitate imaging of the infant’s tongue movements during feeding, and the data are being collected in the hospital in Indonesia. The two organizations visit hospitals in each other’s country to develop further understanding and expertise, while exchanging information to design optimal products for the infants in NICU of Indonesia.

Japan

Feeding difficulty of infants with low birth weight (LBW) is jointly being researched by Pigeon and Dr. Hayashi of the Vice Director of Saitama Sekishinkai Hospital Pediatrics since 1992. The co-research of the infants with CLP has been conducted since 2008 with Dr. Tanum of Showa University School of Medicine Pediatrics to clarify the mechanism of sucking of the infants with CLP.
Thorough research of mothers’ breasts and breast milk pumping mechanisms lead to the development of a comfortable and efficient breast pump.

Pigeon’s view on breast pumps

When direct breastfeeding becomes difficult, with the use of a breast pump an infant can receive the essential nutrients found in breast milk. However, if pain or discomfort occurs during this process, the mother may become hesitant about using the breast pump, which can lead to problems such as a decline in milk production or shortening of the breastfeeding period.

The ideal breast pump experience Pigeon aims for is similar to what we are trying to achieve in direct breastfeeding support: pain-free and discomfort-free pumping that enables the mother to express sufficient milk volume each time. In order to provide such an experience, Pigeon focused on the three key factors in pumping breast milk.

The three key factors for developing breast pumps

1. **Perfect Fit**
   - If a breast pump does not fit the breast well, there’s a risk of air leakage. This can cause discomfort to the mother. Improving breast pump fit helps prevent air leakage, allowing the mother to express milk comfortably.

2. **Gentle Stimulation**
   - Breast milk is secreted from the acinus cells, then flows through to the milk ducts. In this process, the let-down reflexes, generated by gentle stimulation, play the important roles to gather milk to the main duct which leads to the nipple. By having this step before expression, it eases the burden on the mother and enables smooth expression.

3. **Efficient Expression**
   - Every mother has a preferred suction pressure and speed during expression. To respond to these varying needs and to enable efficient milk expression, the suction pressure and speed of the breast pump should be freely adjustable.

**Comments of Mothers**

- When the baby sucks, it can be sometimes painful because he sucks strong, but with the preparation mode on the breast pump, even if my breasts are full, I can express milk smoothly without pain.
- There is a fit cover on the cup, so it doesn’t come off easily, which is good.
- It’s good how the expression time is displayed. Now I know how long it takes until let-down.

(Pigeon: New Electric Breast Pump FC Research Participants, September 2014)

### Breast Pumps

**Soft fit cover**
- The soft silicone wings (air-tight ring) improve fit to the breast, and helps prevent air-leakage which can interrupt suction.
- *Regular and large sizes available.*

**Preparation mode**
- Gentle stimulation promotes the let-down reflex, which alleviates burden on the mother.

**Suction pressure and suction speed**
- Freely adjustable during expression
- Suction pressure and suction speed can be freely adjusted during expression.
- This responds to the individual needs of mothers, and supports sufficient volume of expression over a short time.

**Electric Breast Pump Pro**
- For mothers who want to accommodate their own pumping style, which increases comfort
- Customizable pumping style: 7 adjustable levels of suction pressure with 4 adjustable suction speeds to choose from
- LED monitor: Easy to use and view

**Electric Breast Pump Portable**
- For mothers on the go
- Adjustable suction pressure: 6 adjustable levels of suction pressure
- Portable and compact: For easy pumping anytime, anywhere
- Simple and easy: Fewer parts, which makes it easy to assemble, use and clean

**Manual Breast Pump**
- For mothers who like simplicity and fuss-free pumps
- Ergonomic easy-express handle: Reduces hand fatigue for comfortable and easy pumping
- Quiet, compact and lightweight: For a discreet pumping experience
- Simple and easy: Fewer parts, which makes it easy to assemble, use and clean

**Hand Expression Cup**
- For manual expressing by hand
- Wide socket facilitates receiving milk into the bottle

### Attachment Specifications

<table>
<thead>
<tr>
<th></th>
<th>Soft Fit Cover</th>
<th>Preparation Mode</th>
<th>Suction Pressure and Suction Speed Adjuster</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Breast Pump Pro</td>
<td>☑</td>
<td>(2 adjustable suction speeds)</td>
<td>(7 adjustable levels of suction pressure, 4 adjustable suction speeds)</td>
</tr>
<tr>
<td>Electric Breast Pump Portable</td>
<td>☑</td>
<td></td>
<td>(6 adjustable levels of suction pressure)</td>
</tr>
<tr>
<td>Manual Breast Pump</td>
<td>☑</td>
<td></td>
<td>(Manually adjusted)</td>
</tr>
</tbody>
</table>
Supporting breastfeeding around the world. Pigeon's feeding devices for professional use are developed through research of the three key factors of sucking.

Pigeon’s view on sucking

Infants who have difficulty with direct breastfeeding can continue to receive breast milk through the use of feeding devices such as bottle teats. Through long-term research on sucking, Pigeon uncovered the “three key factors of sucking”. We endeavor to develop products that enable the infant to latch-on, suck, and swallow just like during direct breastfeeding, facilitating a return to direct breastfeeding even after the use of bottle teats. Pigeon also supports oral feeding of infants with low birth weight (LBW) who have premature breathing-swallowing coordination, and infants with cleft lip and palate (CLP) who find it difficult to latch-on to the mother’s breast, by providing specially developed bottle teats. Pigeon’s nursing bottles are developed with the single-minded concept that “Our desire is to deliver the benefits of breastfeeding to all babies”.

The three key factors of sucking

1. Attachment (Latch on)
   - When the infant latches on to the nipple, the mouth opens wide and the lips curl outwards. This enables a tight seal over the nipple and the areola, creating the negative pressure inside the oral cavity required for sucking.

2. Peristaltic Tongue Movement
   - The infant’s tongue moves in a wave-like motion over the nipple to suck breast milk. This is called peristaltic movement, and is derived from innate primary behaviors.

3. Swallowing
   - Infants swallow breast milk down to the esophagus, breathing at the same time as the tongue moves. Excessive milk burdens infants with swallowing difficulties, resulting in choking.

Cleaning/sterilizing bottle teats and nursing bottles

Use mild detergent when washing. Method of sterilization differs according to material. For autoclaving (high pressure steam sterilization), follow the temperatures and times indicated below. The material durability will decline if sterilized using higher temperatures or for longer durations. Use mild detergent when washing. Method of sterilization differs according to material. For autoclaving (high pressure steam sterilization), follow the temperatures and times indicated below. The material durability will decline if sterilized using higher temperatures or for longer durations.

Pace of feeding

Time and volume of each feeding session differs according to individual, but the general pace of feeding for newborns to infants aged 1-2 months is indicated below. Please use the following information to select the appropriate teat for each baby to enable appropriately paced feeding.

<table>
<thead>
<tr>
<th>Age</th>
<th>Milk volume</th>
<th>Pace</th>
<th>Feeding time</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 5 days</td>
<td>30 - 50 ml</td>
<td>3-5 ml/min</td>
<td>5-10 min</td>
</tr>
<tr>
<td>5 days - 1 month</td>
<td>50 - 100 ml</td>
<td>5-10 ml/min</td>
<td>Approximately 15 min</td>
</tr>
<tr>
<td>1 - 2 months</td>
<td>100 - 160 ml</td>
<td>10-15 ml/min</td>
<td>10-15 min</td>
</tr>
</tbody>
</table>

*Autoclave sterilization temperature and time must be either 121-124°C for 15 minutes, or 135°C for 3 minutes.
* Silicone rubber products should be replaced 2 months after first use.
* *Total time* in suggested replacement timing does not include times of the heat increase/decrease.
* Do not expose bottle teats under UV rays.
Breastmilk Storage Bottles

**Pigeon’s view on breast milk storage**

Hygienic breast milk storage is crucial, especially when the mother experiences nipple problems, mother-infant separation or excess milk production.

The nutrients and immunity breast milk provides should always be available to infants. That’s why Pigeon focuses on “quality storage.”

### Nursing Bottles for Infants with Cleft Lip and Palate

- **2 nipple sizes**
  - Choose small or regular size to suit the infants.

- **Nipple specially designed for infants with CLP**
  - Neither air nor milk will pass through the nipple while sucking.

- **Backflow prevention valve**
  - Place the valve inside the teat to prevent milk from flowing back into the bottle during feeding. This enables the infant to suck milk easily by gently crushing the teat.

- **Soft, easy-to-hold bottle**
  - A gentle squeeze of the bottle is enough to push milk into the infant’s mouth.

**Bottle and Nipple for Cleft Lip and Palate**

- **Material:** Polypropylene
- **Soft silicone nipples – small size and regular size**
- **Sterilization Methods:** Boiling, Steam, Chemical
- **Autoclave only for nipple**

**For post-surgery and micrognathia**

**Feeder with Long Silicone Nipple**

- **Material:** Silicone rubber
- **Specially designed for the proper feeding of infants with CLP or with poor sucking strength**
- **One-way valve prevents milk inside the nipple from flowing back into the bottle**

**Bottle available in 240ml**

- **Accessories:**
  - Soft silicone nipples – small size and regular size
  - Sterilization Methods: Boiling, Steam, Chemical
  - *Autoclave only for nipple

**Material: Silicone rubber**

**Backflow prevention valve**

**List of Feeding Devices**

<table>
<thead>
<tr>
<th>Device Type</th>
<th>SoftTouch™/Peristaltic PLUS Nipple</th>
<th>SoftTouch™/Peristaltic PLUS Nipple for Hospital Use</th>
<th>Bottle and Nipple for Cleft Lip and Palate</th>
<th>Feeder with Long Silicone Nipple</th>
</tr>
</thead>
<tbody>
<tr>
<td>General newborns</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Infants with LBW</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Infants with CLP</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
</tbody>
</table>

**Breast Milk Storage Accessories**

**Breastmilk Storage Bags**

- A design dedicated to hygiene
- For storage and freezing of expressed breast milk
- Pre-sterilized using gamma ray
- Comes with leak-proof double zipper seal
- Self-standing bag for ease of use
- Flat storage in freezer maximizes surface area, making it easier to thaw
- Cost effective — stores a large quantity of breast milk

**Material:** Food-grade polyethylene

**Breastmilk Storage Bottles**

- No need to pour into a feeding bottle
- *A convenient choice that permits expression of breast milk into the storage bottles followed by safe and secure refrigeration
- *Available in 2 types — Wide-neck and Slim-neck

**Sterilization Method:**
- Boiling, Steam, Chemical

**Material:**
- Bottle / Cap — Polypropylene
- Sealing disk * — TPE
- For Slim-neck

**Bottle & Babyfood Warmer**

- To heat and keep warm breast milk and baby food
- *Instant heating of breast milk and baby food
- *Able to control heating temperature to ensure the milk or food never gets overheated to avoid destroying the nutrients
- *Easy to handle, wash and carry
- *Fits all bottle sizes

**Material:**
- Heating cup / Cover / Main body — Polypolyethylene
- Heating plate — Aluminum
- Power input: AC220V, 50-60Hz
- Plug type: G or E

**About storage of breast milk**

When experiencing nipple problems, mother-infant separation, or excess milk production, breast milk storage is strongly recommended. To store breast milk hygienically, sterilization of the breast pump and storage bottles and careful control of storage temperature are crucial. Breast milk should be placed in the fridge or freezer immediately after pumping, in a location relatively unaffected by the temperature change that occurs when opening and closing the fridge/freezer door. Pumped breast milk should be used as soon as possible when removed.

**Storage limits of breast milk**

<table>
<thead>
<tr>
<th>Storage method</th>
<th>Refrigeration (Below 4°C)</th>
<th>Freezing (Approx.-18°C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshly pumped milk</td>
<td>24 hours</td>
<td>3 Months (ideal), to 6 months (acceptable)</td>
</tr>
<tr>
<td>After defrosting (Thawing without heating)</td>
<td>24 hours</td>
<td>(Do not re-freeze)</td>
</tr>
</tbody>
</table>

*Milk stored in the refrigerator/freezer should be gently warmed in water of approximately 40°C. It is best not to use boiling water or a microwave. Transfering the milk to another pot after the water becomes tepid will warm it up more quickly than letting it come to room temperature alone.*
To enable mothers to continue breastfeeding, Pigeon protects the nipple area.

Pigeon’s view on nipples/papilla
When problems such as cracked nipples or pain in the nipple occur, directly feeding from the mother’s breast becomes difficult temporarily. Pigeon researched mothers with infants in the age range of 0-12 months, and found that approximately 60% of mothers experienced problems related to the nipple. The most frequent problems were cracked nipples and pain, but nipple form abnormalities such as flat or inverted nipples were also observed frequently. Pigeon provides products that can ease these temporal problems, to enable the mother to return to and continue direct breastfeeding.

Fig.1 Ratio of mothers experiencing or having experienced nipple problems (n=367)

<table>
<thead>
<tr>
<th>Age of infant</th>
<th>Currently have problems</th>
<th>Had problems before but not now</th>
<th>Experienced no problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 month</td>
<td>11.0</td>
<td>11.1</td>
<td>77.9</td>
</tr>
<tr>
<td>2-3 months</td>
<td>8.5</td>
<td>50.8</td>
<td>40.7</td>
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<tr>
<td>4-5 months</td>
<td>4.2</td>
<td>64.8</td>
<td>31.5</td>
</tr>
<tr>
<td>6-7 months</td>
<td>8.6</td>
<td>44.8</td>
<td>46.7</td>
</tr>
<tr>
<td>8-9 months</td>
<td>7.1</td>
<td>50.0</td>
<td>42.9</td>
</tr>
<tr>
<td>10-11 months</td>
<td>7.7</td>
<td>52.3</td>
<td>39.9</td>
</tr>
<tr>
<td>12 months or more</td>
<td>12.5</td>
<td>54.5</td>
<td>33.3</td>
</tr>
</tbody>
</table>

Subjects : 367 mothers with infants between the age of 0-12 months
Method : Web survey
Surveyed Period : February, 2012

Comments of Nurses
- Comments on the cream
  - Cracked nipples improved
  - No color or smell indicates that it is good for the body.
  - It’s good how it doesn’t feel sticky when applied.

Nipple Care Items
Pigeon supports breastfeeding by helping mothers protect their nipples.

Nipple Care Cream
- For the mother’s nipple or the baby’s skin
- Soothes, heals and protects dry, cracked skin
- Made of 100% ultra-pure lanolin
- Hypoallergenic
- Completely natural
- Fragrance-free and no additives
- Net Weight : 50g
- Ingredients : 100% ultra-pure grade, USP modified lanolin

Nipple Shield
- For mothers with inverted, flat, or cracked nipples, or for mothers struggling with pain during breastfeeding
- Made from a soft flexible silicone rubber that provides a wide contact surface
- To relieve pain caused by sore or cracked nipples when breastfeeding
- To solve severe or persistent latch-on problems caused by flat, inverted nipples
- Comes with a casing for ease of travel
- Available in 2 types – Soft and Hard
- Made type is for nipples with severe soreness, cracks and/or pain
- Material : Case – Polypropylene
- Nipple shield – Silicone rubber

Nipple Puller
- Correct flat or inverted nipples for smoother breastfeeding
- Draws out flat or inverted nipples gently and painlessly
- Helps infant to latch on to ease engorgement naturally
- Easy to use and clean
- Comes with casing for ease of travel
- Material : Case / shield – Polypropylene
- Bulb – Silicone rubber

Breast Pads Honeycomb
- Prevent milk leakage
- Maintains its smooth form and shape even with the heaviest flow
- Quilted honeycomb lining provides leak-proof coverage
- Individually wrapped to take with you while on-the-go
- Available in packages of 36 or 60

Material : Case / shield – Polypropylene
- Bulb – Silicone rubber

Soft type (M size / L size)
Hard type