

grow well

Baby

AUGUST 2013

planning for a baby

give nature
a helping hand

skin care for mum and bub

+ nappy rash
solutions,
feeding
& more!

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I'm FREE



Look after yourself better.

Chemmart®

PHARMACY

Pregnancy takes two



Elevit with Iodine

Helps build healthy babies

Elevit with Iodine may help reduce the risk of neural tube defects such as spina bifida. Elevit with Iodine contains more folic acid (800mcg) and iron (60mg) in combination than any other pregnancy supplement available in Australia[†]. It now also contains iodine, important for baby's normal brain development. When starting to think about falling pregnant, start taking Elevit with Iodine.



Menevit

If a sperm were human it would need enough stamina to cross the Atlantic

It's not just the woman who can prepare for pregnancy. That's why there's Menevit[®]. A supplement that is specifically formulated to support sperm health for couples wanting to fall pregnant. If you help the sperm's journey, it may well help yours.



For more information visit www.elevit.com.au or www.menevit.com.au or call 1800 023 884.

Always read the label. Use only as directed. Vitamins do not replace a balanced diet. Vitamins only assist if dietary intake is inadequate.

[†]As at 07/07/2011. © Menevit and Elevit are registered trademarks of Bayer Australia Ltd.

CHC 42390-01/12

looking after your new family



Carolyn Wynen
Chemmart[®] Pharmacist

This edition of our Wellbeing Magazine, Grow Well, is a very special one for me. You only need to see my office at the pharmacy to know my children's faces are never far away.

For me, being a mother is all about the little things - the firsts that take your breath away, and the cuddles that just keep getting bigger as the kids grow up.

However, there's also a lot to learn. After all, a baby doesn't come with a user manual. But if there's one

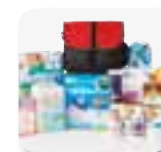
thing I wish I'd known with my first child, it would be to relax and enjoy the ride, because everything will turn out all right. And for those times when you do need advice or an extra set of hands, it's important to have a good support network.

At Chemmart[®], we're here for you at every stage, from trying to conceive and throughout your pregnancy to those first precious weeks and beyond. You can rely on us any time you need a helping hand.

Carolyn Wynen

what would you like us to feature?

Our Wellbeing Magazine is still growing and we'd love your help to turn it into something bigger. Let us know what you'd like us to feature by emailing your suggestions to wellbeing@chemmart.com.au



your chance to WIN

You could win 1 of 6 Mum & Bub Bundles valued at \$600. See back page for details.



share it!

Have a friend who would love to read this magazine? Scan the QR code to send them a digital copy of *Grow Well*. Type 'QR codes' into an internet search engine to find out more.

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planning for a baby

nutrition for conception

When it comes to conceiving, taking care of your health can give nature a helping hand. Health experts recommend that both parents-to-be eat a diet high in vegetables, fruits, grains, dairy products and foods rich in protein. You can also increase your chance of success by reducing your intake of sugar, caffeine, salt and saturated fats. And most importantly, avoid alcohol and smoking.

foods to avoid

Some foods are at high risk of containing listeria, a bacteria that can increase the chance of miscarriage, stillbirth and premature labour. Foods that aren't safe for pregnant women to eat, include:

- Soft cheeses, like camembert & ricotta
- Pre-cooked or pre-prepared cold food that cannot be reheated
- Raw seafood or smoked salmon
- Unpasteurised foods, e.g. unpasteurised milk, cheese or juice
- Soft-serve ice cream.

Additionally, it's important to limit your intake of fish. While fish is an important part of a healthy diet, some types may contain high levels of mercury, which can cause developmental delays in unborn babies. For more information on how food can affect pregnancy, see www.chemmart.com.au/pregnancyandfood

recommended supplements

There are specially designed supplements for men and women who are planning for a baby. Women in particular should look to give their diet a boost with Iodine and Folate.

- Iodine promotes hormones that ensure normal development of the brain and nervous system before birth.
- Folate (folic acid) is proven to help prevent spina bifida, one of the most common birth defects. Start taking Folate one month before trying for a baby, and for the first three months of your pregnancy.

Elavit®
with Iodine
Tablets 100's^o



Menevit®
Capsules 30's^o



timing is everything

Understanding the different stages of your cycle can let you know the best times to try for a baby. Generally, a female releases one egg (ovulation) about mid-way through each menstrual cycle.

Once an egg is released, it can survive for up to 12–24 hours, during which time it can be fertilised. While this may not seem like a lot of time, sperm can survive for around three days before the egg is released. This means the window of opportunity is a little longer than at first glance.

how to tell if you're ovulating

To increase the likelihood of falling pregnant, it helps to know when you're ovulating. While there are a number of natural methods that can give you a rough guide, every woman is different, so using an ovulation kit can give you a more accurate indication.

Ovulation kits are available from your pharmacy, and work by measuring the amount of luteinising hormone (LH) in the urine, which rises around 24 to 36 hours before ovulation.

For more information on ovulation, visit www.chemmart.com.au/ovulation

Clearblue
Digital
Ovulation
Test 7 Tests*



track it with an app

Kidspot's FREE fertility and pregnancy tracker app, BumpWatch, may also help track your cycle. Available from the iTunes store.

could you be pregnant?

A home pregnancy test is your first port of call for determining whether you're expecting. Your local Chemmart® Pharmacist can help you find a kit that best suits you.

Discover®
Onestep In-stream
Pregnancy Test
2 Tests*



Carolyn's tip

Need some baby name inspiration?
Check out babynamegenie.com

NOURISHED BY NATURE

New Swisse Bioactive Nature Oil



skin care & pregnancy



100% NATURALLY SOURCED
FREE FROM
PARABENS, MINERAL OIL,
PETROLATUM
& SYNTHETIC FRAGRANCE.

100% NATURALLY SOURCED

Swisse Bioactive Nature Oil is a 100% naturally sourced face and body serum, made with natural ingredients carefully selected for their high performance - a natural alternative to promote healthy, glowing skin.

Gotu Kola Leaf

Maintains healthy skin, helping improve the appearance of stretch marks.

Vitamin F derived from Sunflower seeds

Vitamin F provides Omega 3 and 6 to enhance the skin's protective barrier function.

Vitamin C

Assists with the production of collagen, helping maintain firm skin.

Olive Squalene, derived from Olive Oil

Helps improve moisture balance and elasticity, keeping skin soft and supple.

Calendula oil, derived from Calendula arvensis

Helps improve the appearance of scars and assists with the treatment of dry skin.

Pomegranate

Helps enhance the skin's barrier function against environmental damage.



ARE YOU PREGNANT?

Swisse Bioactive Nature Oil may help reduce the appearance of stretch marks. Try it today!

EASILY ABSORBED TO HELP IMPROVE THE APPEARANCE OF:

- ✓ Stretch marks
- ✓ Ageing skin
- ✓ Dehydrated skin
- ✓ Scars
- ✓ Uneven skin tone
- ✓ Sun damaged skin
- ✓ Fine lines and wrinkles

We've all heard of the 'pregnancy glow', but there are also a few other ways that carrying a baby may affect your complexion. The good news is that most will likely clear up after your child is born. In the meantime, here are a few of the changes to look out for and ways to treat them.

pigmentation

Areas of skin can darken during your pregnancy. These tan or brown patches are due to hormones affecting the skin's production of pigmentation, melanin. Sunlight can make these areas darker, so cover up with SPF50+ sunscreen, wear a hat and avoid excessive periods in the sun.

acne

Even women who have never had so much as a spot may break out due to changes in hormone levels. Your skin can become quite sensitive, so the best course of action is to stick to a good skin care routine, use gentle oil-free products and keep your hair off your face.

itchy, irritated skin

You may experience itchy, red bumps in large patches on your belly where your skin has stretched and become more sensitive. This common condition generally strikes in the third trimester, and can spread to your thighs, buttocks and arms. Creams and lotions designed for sensitive skin can help soothe the irritating rash. You may also find more effective relief with an antihistamine or a mild corticosteroid cream.

stretch marks

Stretch marks affect 50–90% of all pregnant women. The marks vary in intensity from pale pink lines to deep purple ridges on the stomach, breasts, hips and buttocks, and are most obvious in fair-skinned women.

To reduce the likelihood or the severity of stretch marks:

- Avoid excessive weight gain during pregnancy and gain weight gradually
- Wear a supportive maternity bra
- And maintain healthy skin by drinking plenty of water and use a good moisturiser or body oil.

While you may not succeed in avoiding stretch marks altogether, your Chemmart® Pharmacist can help you find the products best suited for you and your complexion.

try these



Swisse Bio Nature Oil 60mL



Natural Secrets Goats Milk Moisturising Soap 100g



Hope's Relief Hydrating Lotion 235g



Hope's Relief Goats Milk Body Wash 250mL

Swisse

your baby's delicate skin



Mustela®
The skin care expert for babies and mothers-to-be
For over 60 years, Mustela®, from Expanscience Laboratories of France, has been selecting only nature's best to meet the needs of babies' delicate skin and those of mothers-to-be. Mustela® is always extending the boundaries of dermocosmetic research and its exploration of the world of plants, seeking active ingredients meeting the needs of infant's skin.

Mustela®

bath time

Bathing is not only important for hygiene, it also plays a role in sensory development, is calming and relaxing, and helps strengthen the bond between you and your baby.

Preparing the bath:

1. Get all bath products and equipment ready, including a towel to dry your baby
2. Fill the bath with warm water (37° is ideal)
3. Undress your baby once everything is ready. Either lather the baby on the change table before the bath or put a cleansing gel directly into the bath
4. Support your baby's head and torso with one arm, grasping your baby firmly under the armpit. Use the other hand to wash your baby.

The skin of a baby is immature compared to adult skin, so ensure you use products designed especially for babies. Choosing products that contain gentle foaming agents will ensure your baby's skin will not dry out.

cradle cap

You might notice white to yellow and slightly greasy flakes on your baby's scalp, forehead and eyebrows. This common condition is called cradle cap (seborrheic dermatitis) and while it does not look very appealing,

it won't harm or bother your baby in any way.

Care of cradle cap includes using shampoos designed to reduce the flakes, applying specific lotions over night followed by shampoo in the morning, or simply letting nature take its course. Never pick at the scales.

Ask your Chemmart® Pharmacist which product would be best for your baby.

eczema

With eczema, the skin's invisible protective barrier is impaired leading to inflammatory issues, such as itchy, red patches on the skin (commonly inside elbows and behind knees). Care of eczema-prone skin is centered round daily moisturising. From time to time your doctor may prescribe special creams to use with moisturisers when there is a 'flare up' of symptoms.

There are ways to help manage the itch in addition to daily moisturising, including:

- Avoiding irritants such as harsh detergents, all fragrances and scratchy clothing
- A quick, lukewarm bath with a specially formulated bath oil added.

The good news is that most children will grow out of eczema in time.



Mustela®
Newborn Foam Shampoo 150mL
Ultra gentle shampoo to gently wash away flakes associated with cradle cap. This self-foaming, easy rinse formula won't run into eyes.



Mustela®
Multi-Sensory Bubble Bath 200mL
Ultra gentle bubble bath with marine trace elements. Ideal for cleansing babies' delicate skin while developing their senses (touch, sight & smell).



Mustela®
Stelaker® 40mL
Cradle Cap Care
With a patented ingredient derived from avocado, this overnight lotion acts on the appearance of cradle cap.



Mustela®
Stelatopia® Emollient Cream 200mL
Contains Sunflower Oil Distillate, a patented ingredient of natural origin, which helps reduce inflammation associated with eczema prone skin. It reinforces skin tolerance by replenishing the skin with necessary lipids to form an effective barrier.



Mustela®
Stelatopia® Purifying Recovery Cream 40mL
A cream designed especially for those areas prone to irritation such as behind knees and in the elbow joints, and won't sting broken skin.

fever and your baby

what is a fever?

A fever is an increase in your child's body temperature. It is part of the body's normal response to infections, and it plays an important role in fighting such infections. In children, a temperature over 38°C indicates a fever. Fever is a way the body fights infection and your child's temperature will return to normal when the infection has completely gone. If your child is very young (less than 6 months old) and has a fever of 38°C or above, or your child seems very sick you need to contact your family doctor.

what can you do when your child has a fever?

- Offer your child regular drinks (where a baby or child is breastfed the most appropriate fluid is breast milk).
- Look for signs of dehydration: sunken fontanel (soft spot on a baby's head), dry mouth, sunken eyes, no tears, and fewer wet nappies than normal.
- Do not under or over dress your baby; if they are shivering or sweating a lot add more or less clothing accordingly.
- Do not sponge your child with water; this does not help to reduce fever.
- Check your child regularly for rashes and to see if they are getting better. If a rash appears or if you are concerned that your child is not improving contact your doctor for advice.
- If your child attends daycare check the policy at the centre; it is best to keep your baby home while they have a fever and notify the daycare of the illness.
- If necessary, give paracetamol to relieve pain and fever as directed on the pack.

Children's Panadol® can start to reduce fever in as little as 15 minutes*.

When your little one is in pain, you can rely on Children's Panadol to be gentle on their tiny tummy.



Children's Panadol baby drops, suitable for babies as young as one month. *Refers only to non-prescription medicines and is based on the liquid paracetamol formulation given at a dosage of 15 mg/kg.

f For more information, visit childrenspanadol.com.au or visit us on [facebook.com/ChildrensPanadolAustralia](https://www.facebook.com/ChildrensPanadolAustralia)

ALWAYS READ THE LABEL. Use only as directed. For the temporary relief of pain and fever. Incorrect use could be harmful. Consult your healthcare professional if symptoms persist. CHILDREN'S PANADOL is a registered trade mark of the GlaxoSmithKline group of companies.

little sniffles

Babies are particularly susceptible to colds because their immune system isn't as strong as older children or adults. While they still experience the same symptoms – a stuffy or runny nose, headaches, sneezing and sore throats – children under six years shouldn't take cold and flu medication.

Here are some alternative remedies you can try:

- Offer plenty of liquids to avoid dehydration
- Use saline nose drops or wipes to thin the mucus secretions
- Use a humidifier or vaporiser at night time to help ease congestion
- Sit with your baby for a few minutes in a steamy bathroom, or place a bowl of steaming water under their cot.

Your baby's symptoms should improve within 48 hours. If they don't improve or get worse, see your pharmacist or doctor for advice.

try these



relief from pain

If your baby is crying even after you've changed them, fed them, burped them and done all the usual things to pacify them, then there is a chance your baby may be in pain or unwell. While they can't tell you what's wrong, there are a few signs to look out for:

- Does your baby have a fever, look flushed or feel hot?
- Is your child crying constantly?
- Are they pulling on a body part, e.g. their ear?
- Are they refusing food?

If you answer 'yes' to any of the above, it is likely your little one is feeling quite uncomfortable due to a headache, sore throat, earache, fever, or they may be teething. For children under one month, it is not recommended that they be given medicine. So in this case continue to give them fluids, lots of comfort and monitor their condition. Children over 3 months can have pain relief medication specially designed for them. Your local Chemmart® pharmacist can help you find a remedy that's right for your child.

If your baby doesn't improve, or you are concerned, always seek the advice of a pharmacist or doctor.

*Always read the label. Use only as directed. #If symptoms persist consult your Health Care Professional. †Incorrect use could be harmful. Use only as directed.

try these



Nurofen® for Children Infant Drops Baby 3+ Months 50mL*†



Vicks® Forehead Thermo-meter*

More comfort, more milk

Philips AVENT

How Philips' new breast pump helps mums to be comfortable so their milk flows more easily.

There are lots of reasons you might choose to express. Whether you're going back to work, or Dad wants to lend a hand with feeding, it's a great way to ensure your baby still gets the benefits of breast milk. Expressing can also get your breastfeeding going by helping to establish your milk supply. A breast pump is one of the easiest ways to express, but it's important to choose a pump that's right for you. The new Philips AVENT Comfort breast pump has been developed with more than 25 years' clinical experience and, more importantly, the advice of many breastfeeding mums. The result is Philips AVENT's most comfortable pump yet. Because research has shown that being comfortable and relaxed helps your milk flow more easily, which means more milk for your baby, naturally.

Unlike other pumps, which force you to sit forward to express, this one lets you sit back comfortably. There's a soft massage cushion inside the cup which feels warm against your skin for comfortable, gentle stimulation of your milk flow.

"It's so comfy, I get more milk out than before."

New mum Jodie, from Perth, tried the Philips AVENT Comfort breast pump. "I've tried other pumps but this one is so comfy, I get more milk out than before. Because I'm really relaxed I can keep expressing for longer." To find out what other mums are saying about the Philips AVENT Comfort breast pump, head to philips.com/AVENT

The new Philips AVENT Comfort breast pump



More comfortable expressing position
For easier milk flow



Soft massage cushion
With warm feel for gentle stimulation



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Philips AVENT. For the best start in life.

feeding your baby



breastfeeding

Breastfeeding can be a wonderful experience and offers health benefits to both you and your baby. However, it can be a little tricky to master.

Here are our top 5 tips:

learn to position your baby

A little practice and correct positioning makes breastfeeding a whole lot easier.

take care of your nipples

Sore cracked nipples can be eased by expressing a drop of milk onto them after feeding, or try using a nipple cream.

overcome mastitis

Mastitis is caused by a blocked milk duct and may feel like a sore lump. Applying warm compresses and gently massaging the breast can help, along with plenty of rest.

take care of yourself

Producing milk increases your energy requirements. Drink plenty of water and make sure you eat a balanced diet, rich in wholefoods.

seek help

Breastfeeding isn't always easy, so feel free to seek help. If milk flow is a problem, try expressing with a breast pump to stimulate the flow.

the right formula

For many different reasons, breastfeeding may not be possible for some mothers. The decision to bottle-feed is often based on lifestyle or a doctor's recommendation. There are a range of infant formulas available, and each contain the nutrition your baby needs to grow and develop. Your maternal and child health nurse or pharmacist can help you find one that's right for your baby.

introducing solid food

At around 6 months, your little one will be eager to try solid food in addition to breast or bottle-feeding. Chewing and swallowing can take time to get the hang of, so it's important to start slowly. Begin with small amounts of pureed food, like rice cereal or vegetables, and introduce one flavour at a time.

try these



Lansinoh®
Nipple Cream 10g*



Tommee Tippee®
Stickee Bowl



Tommee Tippee®
Fresh Food Feeder
6+ Months



S-26
Gold® Newborn Step 1 900g*



S-26
Gold® Progress® Step 2 900g*

*Always read the label. Use only as directed.

*Breast Milk is best for most babies. Consult your Doctor or Pharmacist when considering this product.

APTAMIL® GOLD+ TODDLER & JUNIOR

Aptamil® Gold+ Toddler and Junior are premium, dairy-based nutritional supplements designed to help meet the dietary needs of active toddlers whose nutritional intake may not be adequate for growth and development. These exclusive formulations nutritionally support their developing immune system.

Aptamil® Gold+ Toddler and Junior Nutritional Supplement contain no sucrose and are free from artificial colours.

When to use

Aptamil® Gold+ 3 Toddler Nutritional Supplement can be given to your toddler from one year onwards. Aptamil® Gold+ 4 Junior Nutritional Supplement can be given to your child from two years onwards. They are nutritional supplements designed to complement a toddler's diet when dietary intake may be inadequate.

Benefits

- ✓ Tailored ingredients to nutritionally support the immune system
- ✓ Helps support brain and eye development
- ✓ Helps promote bone and teeth development
- ✓ Sucrose free
- ✓ 2 serves/day provides 20-50% of the recommended dietary intake of 16 vitamins and minerals
- ✓ The goodness of cows' milk PLUS other ingredients for growth and development



For more information:

Tel: 1800 438 500 | aptaclub.com.au



Karicare®
Aptamil®

BREAST MILK IS BEST FOR BABIES: Professional advice should be followed before using an infant formula. Introducing partial bottle feeding could negatively affect breast feeding. Good maternal nutrition is important for breast feeding and reversing a decision not to breast feed may be difficult. Infant formula should be used as directed. Proper use of an infant formula is important to the health of the infant. Social and financial implications should be considered when selecting a method of feeding.

Nutricia Australia Pty Limited, Level 4, Building D, 12-24 Talavera Road, Macquarie Park, NSW 2113.
Nutricia New Zealand Limited, 37 Banks Road, Mt Wellington, Auckland, New Zealand. NBM1565 6/5/13 AU

get to the bottom of nappy rash

Nappy rash is a very common problem in babies, particularly for those with very sensitive skin. It usually occurs when a dirty nappy is left on for too long – the skin can become irritated, red and inflamed. It can also appear after new foods are introduced or as a result of using a new product on their skin.

While nappy rash can be uncomfortable for your baby, it generally isn't serious and is easily treated.

how to treat it

If your baby does get nappy rash, applying a medicated cream can help soothe your baby's skin. However, if the rash doesn't improve after four days, or becomes more severe or infected, seek the advice of your pharmacist or doctor.

avoiding nappy rash

You can help reduce the likelihood of a flare-up by:

- Changing nappies regularly
- Cleaning your baby gently and use fragrance-free, non-alcoholic wipes
- Applying a barrier cream, to help protect the skin when it becomes wet.



try these



Curash®
Soap Free Wipes
Triple Pack



Huggies®
Nappies Handy
Pack Newborn
30's



BabyLove®
Nappy Pants
Walker
12 – 17kgs 25's



Huggies®
Pull-Ups®
Toilet Training Pants
Assorted varieties



Bepanthen®
Antiseptic Cream
100g*



Sudocrem®
Healing Cream 125g*



Carolyn's tip

Giving your baby 'nappy-free time' each day can also help keep your baby's skin free of nappy rash.

*Always read the label. Use only as directed. #If symptoms persist consult your Health Care Professional.

your chance to

WIN 1 of 6

**Mum & Bub Bundles
valued at \$600[†]**



Be prepared for anything with this gorgeous bundle for expecting or new mums. For a chance to win, simply spend \$20 or more[~] on baby products at Chemmart[®] Pharmacy, then enter at www.chemmart.com.au/wellbeingcomp before Wednesday 11 September.

[†]In one transaction. Excludes infant formula and prescriptions. [~]Only open to Australian residents. Starts 17/08/13 & ends 5pm AEST 11/09/13. Limit 1 entry per transaction. Retain original purchase receipt/s as proof of purchase. Draw: Promoter's office at 12noon AEST 18/09/13. Winners published at www.chemmart.com.au/wellbeingmagazine 20/09/13. Prizes: 6 x Mum & Bub Bundle Packs, valued at \$600ea. Promoter: Symbion Pty Ltd trading as Chemmart[®] (ABN 25 000 875 034) of 1/484 St Kilda Rd, Melb, VIC 3004. NSW LTPS/13/5283, ACT TP13/2473. See www.chemmart.com.au/wellbeingmagazine for full Terms and Conditions, including components of prize pack and detailed entry mechanics.

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