



*These short, instructive
DVDs are perfect for
inserting into your classes,
closed circuit hospital teaching
(by special arrangement),
or as take home copies.
We even have great
discounts for bulk buying!*

Breastfeeding Techniques That Work™

Teaching Products by **Geddes Productions**
and **Kittie Frantz, RN, CPNP-PC**

“Remember you are not managing an inconvenience,
you are raising a human being.”
— Kittie Frantz

WHAT'S NEW FOR SPRING, 2011



Hold Your Premie

Skin-to-skin contact for parents of premature babies

by **Jill Bergman with Dr. Nils Bergman** - DVD **\$39.95**

Often Neonatal Intensive Care Units separated mothers and fathers from their babies, believing preterm babies to be too fragile to hold and unstable to even touch. This DVD shows holding your premie is in fact vital, explaining the neuroscience behind it in terms parents can understand.

A brilliant companion to the book **Hold Your Premie** for \$14.95.

Coming Soon!

Biological Nurturing® “**Laid-Back Breastfeeding For Mothers**” and
“**Baby’s Perspective Course**” available in modular learning DVDs!

**For Presale Events,
Follow us on Facebook!**



When you are ready, you can order online: www.geddesproduction.com

Volume 1

Baby Self Attaches - \$25.00

DVD ISBN# 1-885748-76-0

The DVD has four videos on it!

- New! **Baby Self Attaches**. Two babies start on Mom's chest, move down to one breast and perfectly attach in asymmetrical placement.
- New! **Other Positions** shows how to let baby attach in side-hold and opposite-hand hold.
- Updated **First Attachment** and **El Primer Contacto Con Su Bebé** also included. After showing the theory of attachment, a mother and baby do it live. This simple approach to attachment is the most gentle of all and easy to learn.

First Attachment Only

VHS Tape English ISBN# 1-885748-02-7 - \$5.00

VHS Tape Spanish ISBN# 1-885748-03-5 - \$5.00



Volume 2

First Attachment in Bed

New! DVD of Volume 2 & 3 available for only \$25.00

English Only ISBN# 1-885748-82-5

- This video EXPANDS what is learned in Volume One to the reclining position.
- It shows PROPER BODY ALIGNMENT to new mothers in a comfortable position.
- LIVE DEMONSTRATIONS include how to roll over & switch breasts in bed.
- The emphasis is on a RESTFUL FIRST START!

VHS Tape English Only ISBN# 1-885748-04-3 - \$5.00



Volume 3

First Attachment in Bed After Cesarean

New! DVD of Volume 2 & 3 available for only \$25.00

- PROPER ATTACHMENT for the special needs of women who have had a CESAREAN.
- Showing how to turn over slowly in bed with the baby. SELF CARE IS PROMOTED.
- Two different ways of holding the baby in a sitting position are also demonstrated.

VHS Tape English Only ISBN# 1-885748-05-1 - \$5.00

Volume 4

Burping The Baby

Get both English & Spanish on one DVD - \$25.00

English and Spanish ISBN# 1-885748-81-7

- The 4th in the series asks "DO BREASTFEEDING BABIES NEED TO BE BURPED?"
- Shows the BABY'S BURPING CUES so Mom & Dad won't have to guess.
- FOUR TECHNIQUES of burping are clearly demonstrated.

VHS Tape English ISBN# 1-885748-06-X - \$5.00

VHS Tape Spanish ISBN# 1-885748-07-8 - \$5.00



When you are ready, you can order online: www.geddesproduction.com



Volume 5

Successful Working Mothers

- 15 successful nursing women NETWORK in a discussion to tell you how they do it.
- Should you start off with a bottle? Opinions on breastpumping. Techniques in managing milk supply. These working mothers talk candidly on these issues.
- POPULAR IN WIC programs to promote continuing breastfeeding.

VHS Tape English Only ISBN# 1-885748-08-6 - **\$5.00**

Volume 6

Hand Expression

Get both English & Spanish on one DVD - **\$25.00**

English and Spanish ISBN# 1-885748-77-9

- A STEP-BY-STEP INSTRUCTION of how to hand-express milk.
- FABULOUS FOR Step #5 of UNICEF BABY-FRIENDLY compliance!
- Shows TWO METHODS of hand expression with a live demonstration.

VHS Tape English ISBN# 1-885748-09-4 - **\$5.00**

VHS Tape Spanish ISBN# 1-885748-10-8 - **\$5.00**



Volume 7

Supplemental Nursing System™

Get both English & Spanish on one DVD - **\$25.00**

English and Spanish ISBN# 1-885748-83-3

- Demonstrates a wonderful FEEDING TUBE DEVICE used in many situations: breastfeeding the adopted infant, premature infants, babies who are a little slow at building their suckling skills, etc.
- Watch how the tube positions at the breast to HELP BABY NURSE.
- LEARN HOW TO SET IT UP EASILY and simple cleaning instructions.

VHS Tape English ISBN# 1-885748-11-6 - **\$5.00**

VHS Tape Spanish ISBN# 1-885748-12-4 - **\$5.00**

Volume 8

The First Week

The DVD of this video is available in English & Spanish on the Getting To Know Your Baby DVD.

- Women often stop breastfeeding in the 1st week due to unanswered concerns.
- See Kittie make a newborn visit & answer common questions...Is baby getting enough, why does he feed more at night, how often should I feed the baby, etc.

VHS Tape English ISBN# 1-885748-45-0 - **\$5.00**

VHS Tape Spanish ISBN# 1-885748-68-X - **\$5.00**



When you are ready, you can order online: www.geddesproduction.com

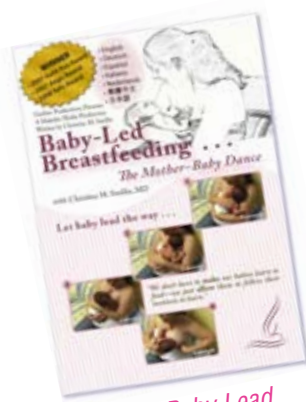
Getting To Know Your Baby

A new DVD for \$25.00 ISBN# 1-885748-73-6

Ever wonder what the doctor is doing and why, when your newborn is examined? Watch Kittie, a nurse practitioner, explain the unique newborn and how he is wondrously made for breast feeding. This Clinical Assessment of a normal newborn covers baby head-to-toe and the explanations will amaze you.

- Do you know why babies sneeze?
- Why does she like to keep her fists by her mouth?
- Did you know how important his reflexes are for breast feeding?

The DVD also includes the English and Spanish version of the original video, THE FIRST WEEK, answering most new parents breastfeeding questions.



Baby-Led Breast Feeding – The Mother-Baby Dance

with Christina M. Smillie, MD
A New Edition in 7 Languages - \$39.95

English, Spanish, German, Italian, Japanese, Chinese, Dutch and closed-captioning
DVD - ISBN# 978-1-885748-79-9

In Baby-Led Breastfeeding, we see mothers learning to breastfeed naturally—by letting their babies show them how. Watch Dr. Smillie and Kittie Frantz as they gently show mothers in a variety of situations how to encourage the baby to do this.

“We don’t have to **make** our babies learn to feed– we just **allow** them to follow their instincts to learn.”

Delivery Self-Attachment

by Lennart Righard, MD

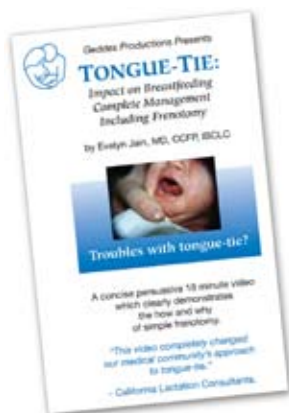
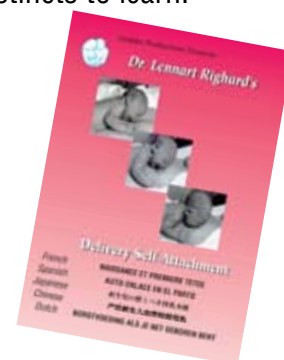
DVD - ISBN# 1-885748-69-8 - **\$22.95**

VHS English ISBN# 1-885748-13-2 - **\$10.00**

This DVD includes English, Spanish, French, Dutch, Japanese & 2 Chinese dialects
Plus a personal message from Dr. Righard to parents in English & Swedish.

Dr. Righard’s study published with midwife, Margaret Alade, in The Lancet looked at two groups of babies, one group was unmedicated and within 50 minutes, most infants self-attached!

Childbirth classes have had unprecedented success with this video. It causes parents to seriously consider their birth options.



Tongue-Tie: Impact on Breastfeeding Complete Management Including Frenotomy

by Evelyn Jain, MD - \$39.95

Learn how to assess an infant for tongue-tie (ankyloglossia). Watch the simple procedure performed. Get tips on optimizing lactation management after the procedure and listen to testimonials from patients.

“This DVD completely changed our medical community’s approach to tongue-tie.”

- California Lactation Consultants

Biological Nurturing®

Laid-back Breastfeeding For Mothers

by Suzanne Colson, PhD

DVD - **\$39.95**

Laid-back breastfeeding reclines the mother so baby is more prone and therefore more able to use his primitive reflexes to assist him in attachment. Biological Nurturing® is a neurobehavioral approach to breastfeeding initiation. Traditional and side lying positions are amazingly contrasted to comfortable laid-back breastfeeding. Watch mothers using laid-back breastfeeding in the hospital and at home.

COMING SOON!



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A brilliant companion to the book **Hold Your Premie** for \$14.95.

Kangaroo Mother Care DVDs

by Nils Bergman, MD

ALL 3 DVDs TOGETHER FOR **\$65.00**

KMC I&II together on one DVD English ISBN# 1-885748-74-4 - **\$40.00**

Kangaroo Mother Care I Rediscover the Natural Way to Care for Your Newborn Baby.

This is the "How-To, Why-To" video that summarizes the latest research to prove newborns thrive best on his mother's chest. Shows how to wrap the baby to mother's chest.

Kangaroo Mother Care II Restoring the Original Paradigm for Infant Care and Breastfeeding.

This comprehensive, expanded video is a 51 minute class instruction for health professionals.

This DVD includes Kangaroo Mother Care I & II, English, with additional CD including pre/post test, bibliography & 200 jpegs from Dr. Bergman's presentations. With this complete set your hospital can offer 1 CEU to staff!

KMC I&II in English are also available in VHS Tape format for \$10.00 each.

KANGAROO MOTHER CARE I is now available in Spanish on DVD only!

Método Madre Canguro for only **\$15.00**

This is the "How-To, Why-To" video showing the newborn thrives best on his mother's chest.



Specialty Products

MORE JPEGS ON CD:



A Collection of Breasts

- A collection of breast slides that show many **NORMAL SIZES, SHAPES, AREOLAS, AND NIPPLES.**
- These **SOFT, FEMININE PENCIL DRAWINGS** from real photographs, bring dignity to the human breast.
- Nine to ten very different normal breasts in each slide set.
- Set 1 also includes **VARIATIONS FROM THE NORMAL ANATOMY** and are fabulous for instructing those new in the field for what they may encounter.
- Set 2 also includes **INVERTED NIPPLES** of all kinds and treatment ideas.

JPEGs on CD Set 1 1-885748-71-X \$15.00

JPEGs on CD Set 2 1-885748-72-8 \$15.00



HOT NEW iPhone APP

Developed from our Infant Quick Reference Cards

BREAST MILK CALCULATOR

Shows the quantity breastfeeding baby is likely taking from mom.

Perfect for the working mother to calculate what her baby might take per feeding. Works for the feeding tube device as well.

Go to the iTunes store and purchase the App. Or, even easier, search Breastfeeding directly through the App button on your iPhone or Touch.

Breastfeeding Works for Cesarean, Too!

- 26 color slides from Volume 3, **FIRST ATTACHMENT AFTER A CESAREAN** video.
- Additional slides depict the **ACTUAL BIRTH AND RECOVERY ROOM ATTACHMENT.**
- Great for demonstrating breastfeeding when **RECLINING IN BED.**
- Popular in Schools of Nursing to **ENHANCE MATERNITY NURSING SKILLS.**

CS/SECT JPEGs on CD 1-885748-64-7 \$10.00



Infant Quick Reference Cards

These pocket-sized laminated reference cards are ideal for calculating 10% weight loss, pounds to Kg, & Kcal/Kg calculations & normal growth parameters.

Lactation Consultants can use this in assisting working women as to how much to pump or to measure how much baby is getting from a Feeding Tube Device.

Set of Five Laminated 3" x 5" Pocket-sized Cards

ISBN# 1-885748-70-1 \$5.00



Coming Soon! THE BABY'S PERSPECTIVE

A course for experienced doulas, RN's, LVN's, LC's, CLE's & Infant Care Specialists who have been working with newborns for a while and want to learn the baby's perspective will soon be available on DVD for self learning. For more information, see:

www.thebabyperspective.com

Breastfeeding Product Guide

E-Book



- 172 of the breastfeeding products on the market from 82 companies listed in one easy reference!
- Each chapter is complete with a consumer reports style comparison chart! Now you can compare product features to find the best product for your particular needs.

ISBN# 1-885748-14-0 \$5.00 e-book (on disk only - English only)

BREASTFEEDING PRODUCT GUIDE SUPPLEMENT



Now 196 Products. You will need the original **PRODUCT GUIDE BOOK**, if you don't already have one, to interpret the completely updated comparison charts.

ISBN# 1-885748-59-0

\$5.00 per book or e-book (on disk only - English only)

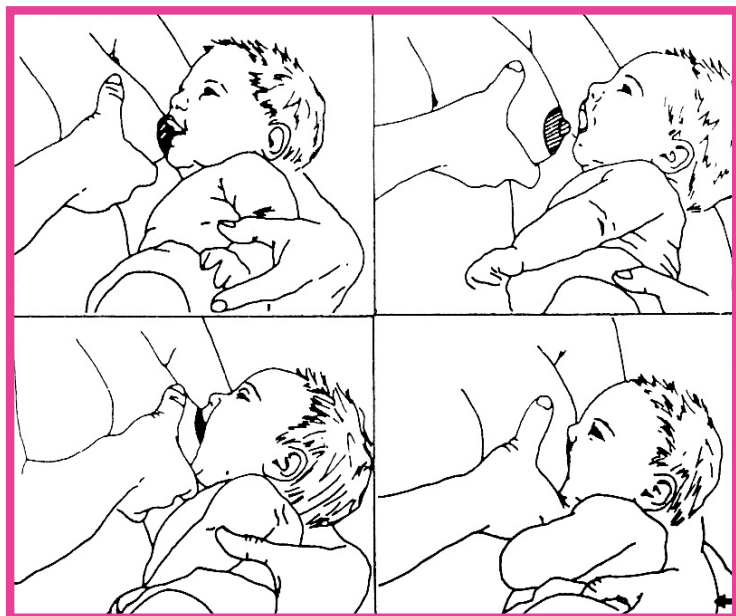


Kittie's famous quote from her article in Mothering Magazine has been immortalized by Mary Burrows in this beautiful plaque. Measuring 4.25" by 5.75" in size with an attached wire ready for hanging. Black words on white ceramic, hand crafted so each one is slightly unique.

only \$24.00

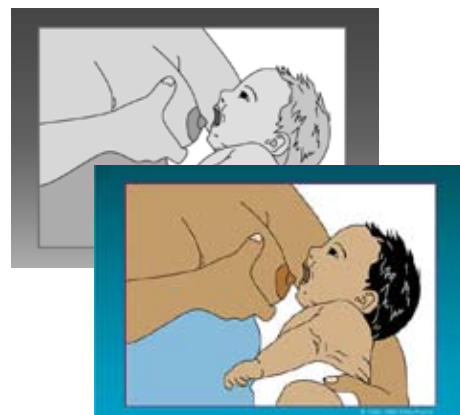
When you are ready, you can order online: www.geddesproduction.com

Positioning Teaching Aids



- These 12 black and white line drawings as seen in **First Attachment** Volume One video, depict how the baby positions himself at the breast to prevent sore nipples!
- These are great for pre and postnatal **TEACHING IN LARGE CLASSES**, for parents or medical education.
- Teen moms prefer these abstract clear images to real photos.
- **SEVERAL FORMATS ARE AVAILABLE FOR YOUR SPECIFIC TEACHING NEEDS!**

Positioning JPEGs on CD



B&W Positioning JPEGs on CD

12/set **\$10.00** ISBN# 1-885748-49-3

Full Color Positioning JPEGs on CD

12/set **\$15.00** ISBN# 1-885748-50-7

- The tan skin tone is naturally perfect for the **"MULTI-ETHNIC" LOOK** and fits any class setting for parents.
- Same drawings as shown above but colorized to add reality.



GREAT HANDOUTS to reinforce your great teaching when mother is home!

Tear-Off Sheets, 100/pad, English **\$10.00**

ISBN# 1-885748-53-1

Tear-Off Sheets, 100/pad, Spanish **\$10.00**

ISBN# 1-885748-54-X



TEACHING WALL CHART Eight of the drawings matted in purple for framing so mom can see it from her bed or your desk. You can point to it as you teach and she can see it after you leave the room.

16" x 20" Wall Poster **\$6.00**

ISBN# 1-885748-57-4



PORTABLE POSTER CARDS are perfect for teaching small groups of 10 - 15 parents. Great for La Leche League meetings. English and Spanish Narrative on back of the cards. Teens prefer abstract B&W.

10" x 12" Poster Cards, Set of 12 **\$10.00**

ISBN# 1-885748-56-6

When you are ready, you can order online: www.geddesproduction.com

