

Freestyle™ – The smallest double electric Breastpump in the World

*No. 1 choice
of hospitals
& mothers*

The all-in-one-solution
offers Mobility and
Efficiency



Freestyle™ –
The double electric Breastpump
with 2-Phase Expression
Technology. Ideal for frequent use;
perfect for busy, working Mothers.



Why do mothers buy it?	Freestyle pumps more milk in less time. It helps to express precious breastmilk efficiently and comfortably. Double pumping can help to increase milk supply.	Page 4/5
What are the benefits?	Efficient pumping, easy handling, comfortable 2-Phase-Expression with various settings and hands-free option.	Page 6
Who buys it?	Mothers who work part- or full-time, pursue a hobby, engage in sports, etc. Mothers whose babies were born prematurely and need to stay in hospital.	Page 7
Why is it better?	Double pumping, combined with the Medela 2-Phase-Expression Technology delivers mothers more milk in less time. Plus, all parts that come into direct contact with breastmilk are (and have always been) free of BPA.	Page 8
Everything a breastfeeding mother needs	Medela offers a full range of products for all the needs of a breastfeeding mother.	Page 9
Calma: the right feeding solution	Calma is the right feeding solution for mothers who pump.	Page 10
Who is behind it?	Medela is your leading partner when it comes to breastfeeding. Learn more about how you can profit with Medela solutions.	Page 11

Freestyle™ – Specifications

	Freestyle	Advantage
Technology	Research-based 2-Phase Expression Technology	2-Phase Expression guarantees efficiency and comfort.
Handling	Double Electric Pumping	Double Pumping can help to increase milk supply and reduces pumping time significantly.
Dimension Pump	12 x 9 x 5.8cm	Freestyle is the smallest double electric breastpump in the world.
Weight	370g (incl. battery)	The compact pump offers the maximum of mobility due to belt clip and rechargeable battery.
Material	PE, PP, TPE	All parts can be cleaned very easily – boiling, microwave bags, sterilising, etc.
Content	All-in-one-solution	Because it has a pump, a rechargeable battery as well as a complete set for storing, cooling and transporting milk, it is the perfect solution whilst on the move.
Features	Display	The LCD display with backlight shows all important information like vacuum level, time of pumping and battery power availability.
Features	Unique memory function	The unique memory function can be used to store a mother's preferred settings and replicate her individual pump session.

	Freestyle	Advantage
Option	Hands-free pumping	The option to express breastmilk hands-free enables mothers to combine pumping with other activities like reading, surfing the internet, etc.
Breastshield	Individual sized PersonalFit, soft and gentle SoftFit breastshield	More comfort due to the choice of two different breastshields, depending on the mother's individual preference.
Vacuum (Stimulation/ Expression)	50-150mmHg 50-250mmHg	The pump switches automatically from stimulation- to expression phase. Or mothers can switch between the two phases or choose the most comfortable vacuum level easily by pushing one button individually.
Cycles (Stimulation/ Expression)	~100 cycles/minute ~45-72 cycles/minute	
BPA	All materials that come into contact with breastmilk are BPA-free	Mothers benefit from a safe solution.
Power Supply	Rechargeable battery or universal adapter	It is a flexible solution and provides mobility.
Noise	max. 57dBA	Freestyle is a quiet and discreet electric breastpump.
Warranty	6 months	Mothers benefit from a reliable and lasting solution.
Awards  reddot design award winner 2009	Award-winning breastpump	The Freestyle is the smallest double electric breastpump in the world, very reliable and high quality.

What are the Benefits of using Freestyle™?

Breastfeeding generally gives babies the healthiest start in life.

Breastmilk contains everything the baby needs – in just the right combination; it varies not just over the months, but also within the day. At times when a mother needs to be away from her baby – or when the nipples need a rest – expressing breastmilk, using the unique research-based Medela technology, makes feeding breastmilk by bottle the next best option.

Freestyle makes regular Expressing easy and efficient.

- | Efficient: double pumping and the 2-Phase Expression Technology enable maximum time saving.
- | Innovative: it is small, lightweight and quiet but still extremely efficient.
- | Comfortable: individually adjustable vacuum settings and a memory function offer the highest level of comfort.
- | Complete control: a display shows all the relevant information.
- | Freedom: the hands-free option offers mothers maximum mobility and freedom of movement.

Who is likely to buy Freestyle™?



Busy mothers who are away from their baby for periods of time during the day appreciate Freestyle. They may, for example, be unable to breastfeed their baby directly because of work commitments or because the baby has to stay in hospital. The double electric breastpump Freestyle helps to pump breastmilk efficiently and comfortably – no matter where you are. Double pumping also saves mothers precious time and improves milk production.

We also recommend Freestyle to mothers who are having difficulties with breastfeeding, e.g. low milk supply, latch-on problems, breast infection or sore nipples. Mothers get relief and can benefit from a short break from breastfeeding. But they still do the best thing for their baby by feeding breastmilk.

How can you identify Freestyle Mothers?

We have collected a handful of questions to help you find out if Freestyle is the best solution for the mother in front of you:

- | What is your main reason for looking for a breastpump?
- | How long do you plan to breastfeed?
- | Do you plan to pump mostly on the go or at home?
- | Do you need to overcome breastfeeding difficulties?
- | Do you intend to go back to work – part-time or full-time?
- | Would you like to share feeding times with your partner?
- | Would you like to have some **more time** for yourself?
- | Are you looking for something to help you increase your milk supply?

What sets Freestyle™ apart from other Pumps?

Freestyle is based on our unique 2-Phase Expression Technology:

Over many years of research at the University of Western Australia we investigated the natural sucking pattern of newborn full term babies. What we found was that babies initially use short, fast sucks to stimulate the milk ejection reflex. Once the milk begins to flow, they change to a slower, deeper rhythm to actually feed. We at Medela translated this knowledge into technical know-how – and professional products that help mothers to get more milk in less time.

Thanks to our 2-Phase Expression Technology the breastpump simulates the natural **infant sucking behaviour** at the mother's breast. Using the electric breastpump feels very comfortable – almost like breastfeeding. To increase comfort even more, we sell Freestyle with 2 different breastshields – to suit a mother's individual needs. In addition, with the 2-Phase Expression Technology the pumping time is reduced significantly.



What else is needed for successful Pumping?



Freestyle contains everything a mother needs to start expressing breastmilk. The all-in-one solution consists of:

1x Pump	2x PersonalFit Breastshields	2x Stands, Lids, Discs, Caps
2x Connectors incl. Media Separation	2x SoftFit Breastshields	1x Cooling Bag & Element
1x Tubing	1x Rechargeable Battery	1x Bag & Belt
4x Bottles	1x Universal Adapter	1x Hands-free Kit

All parts that come into contact with breastmilk are completely BPA-free!
Other products your customers might find helpful:

- | **Intimate Apparel:** Comfortable nursing bras.
- | **PureLan:** natural lanolin to treat sore nipples.
- | **Disposable Bra Pads:** to absorb milk leakage.
- | **Hydrogel Pads:** provide instant relief with a unique cooling effect.



Calma: the right feeding solution



Suggest Calma for feeding breastmilk!

This breastfeeding-friendly, revolutionary feeding solution is the only research-based bottle feeding device that helps maintain the unique breastfeeding behaviour of a baby: the baby can feed, pause and breathe regularly; milk will not flow unless a vacuum is created, and flow immediately stops when the baby relaxes to pause and breathe. Thus, a baby's natural feeding behaviour will be maintained – enabling mothers to switch from bottle to breast easily.

For the breastfeeding and pumping mother, Calma means...

- ... she needs just one type of teat throughout her breastfeeding duration.
- ... the baby can feed, pause and breathe regularly.
- ... milk will not flow unless a vacuum is created.
- ... milk flow stops when the baby relaxes to pause and breathe.
- ... her baby's natural sucking rhythm will be maintained, enabling easy transition back to the breast.

This is absolutely unique!

For further information visit our homepage www.ready-4-calma.com



Who is behind Freestyle™?

Medela is a leading breastfeeding partner in hospitals: we have been contributing to babies' welfare for almost fifty years. We provide mothers with advice and support as well as innovative and research-based products throughout their breastfeeding period, in order to enrich and simplify lives.

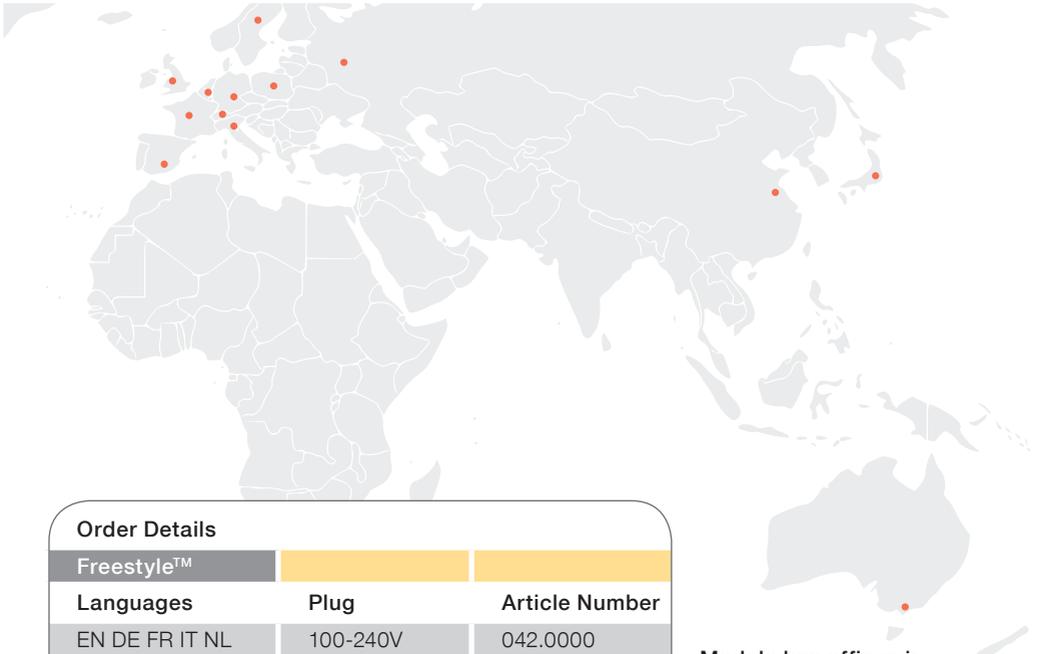
Now, we can offer you and your customers a complete and fully co-ordinated range of breastfeeding solutions – including Freestyle, the award-winning double electric breastpump with research-based 2-Phase Expression Technology.

Practical for mothers and profitable for you:

- | Hospitals and professionals recommend Medela products.
- | Stand out by offering high-quality breastpumps with a unique and outstanding research-based technology.
- | Offer a tailor-made solution for every breastfeeding need a mother might have.
- | Make your customers 100% satisfied – by offering them easy-to-use, adaptable and proven products.

If you have questions or for further information, visit us at **www.medela.com**.
We are here to help!

www.medela.com



Order Details

Freestyle™

Languages	Plug	Article Number
EN DE FR IT NL EN JA KO TW ZH	100-240V Universal	042.0000
EN ES PT EL SV DA FI NO PL	100-240V Universal	042.0001
EN RU HU CS TR	100-240V Universal	042.0002
EN JA KO TW ZH	without plug	042.0003
EN JA KO TW ZH	100-240V China plug	042.0004

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