

MimmaMA'®

MimmaMA'® :
the Unique Breastfeeding
Armchair, designed by
Mitzi Bollani and produced
by LEURA S.r.l. to help
new mothers breastfeed
and to avoid discomfort
after childbirth.



Childbirth

How long is the duration of the labour?

The duration of labour varies widely, also 24 hours but active phase averages some 8 hours for women giving birth to their first child ("primiparae") and 4 hours for women who have already given birth (multiparae").

How painfull is the labour?

- The pain is very hard and can increase depending on the baby position and the mother's structure.
- Surgical wounds are often added to the labour's pain.

Sucking reflex



Even if the mothers are tired and aching after the childbirth, their babies are ready to suck.

MimmaMA'[®] offers an optimal rest for the Mothers' head, shoulders and lumbar area.

It is shaped to not press mothers' aching parts and it is soft enough to relax and to maintain the mothers wakeful at the same time, helping the maternal bonding.

Breastfeeding Positions

Correct positioning and technique for latching on can prevent nipple soreness and allow the baby to obtain enough milk.

MimmaMA'® has high and wide arm-rests to support and not tire mother's arms, to support the baby easier in several breastfeeding positions, tandem breast-feeding included.



Crossed position



Cradle position



A movable head-rest relaxes the mother looking at their baby suckling.

Rugby Ball or Arm under Arm Position

the useful small wheels placed on the back of the base allow to move the armchair simply reclining the chair back behind.



the soft pull-out foot-rest helps the mother's correct position.



INNOVAZIONI PER IL DESIGN

Tandem breastfeeding



Feeding two children at the same time is called *tandem breastfeeding*.

MimmaMA'®
is perfectly shaped for
twins breastfeeding.



Colours

Why we choose the orange and purple colours?

- During the labour mothers must relax: so the room and all the devices are blue and light blue.
- After the childbirth mothers are tired but they must react to be ready to feed their babies. Orange & Purple are energetic colours and help the mother to fall not in the “puerperal blues”.



Materials and sizes

Materials

- The seat, head-rest and foot-rest are made of Polyurethane self-skinning foam;
- The base is made of varnished aluminium.

Sizes

- Unit size: cm. 74x66x114 H.
- Disassembled shipping size: cm. 76x70x76 H.



INNOVAZIONI PER IL DESIGN

Medical Device

CE Certification

MimmaMA'® is a medical device, that satisfies all applicable dispositions of Directive 93/42/CEE on Medical Devices.

Classification 1

Thanks to the special materials it can be sanitized by ethyl alcohol on the contrary of all the other tissue and imitation leather coated armchairs having seams or stuck.



Time for breastfeeding

Breastfeeding a baby "on demand", means feeding when the baby shows signs of hunger.

Breastfeeding at least every **two to three** hours helps to maintain milk production. Usually newborn babies may feed **10 to 18** breastfeeding sessions every 24 hours.

A proper seat is **very important** for the mother as well as for the baby.

Maternity & Paediatrics Ward Exigences

The mothers usually breastfeed their baby for the first six months but the World Health Organization recommends breastfeeding for up to two years and the American Academy of Pediatrics recommends at least one year of breastfeeding.

That is why MimmamA'® is also necessary in the Paediatrics Ward.





INNOVAZIONI PER IL DESIGN

The particular shape of MimmaMA'® makes the armchair comfortable for mothers & children up to six month.



WHERE

MimmaMA'® can be placed

..in the rooms of the Paediatric ward because mothers can easily breastfeed children up 6 months and huge them..

...in mothers' room...

MimmaMA'®



...in the specific rooms for breastfeeding...

...in the waiting room in the paediatric surgeries...

WHERE

MimmaMA'® can be placed

...in some public
areas such as:
airports, railway
stations, markets
& discount,
motorways
service- areas,
Hotels,...



...in the
infant
school...

MimmaMA'®



..in
mothers'
houses..



Places for breastfeeding

Most US states now have **breastfeeding laws** which allow a mother to breastfeed her baby anywhere she is allowed to be.

In hospitals, **rooming-in care** permits the baby to stay with the mother and improves the ease of breastfeeding.

Some **commercial establishments** provide breastfeeding rooms, although laws generally specify that mothers may breastfeed anywhere, without requiring them to go to a special area.

Attended Fairs & Exhibitions

2007

- **MimmaMA'®** Prototype Presentation at Pistoia Hospital
- MEDICA –Düsseldorf (D)
+Perinatal Medizine-Berlin
interview with Ms Britta Zickfeldt of the
HEBAMMEN magazine

2008

- WELL-TECH Expo in Milan (I)
MimmaMà selected among the best 20
creations of sustainable technological
innovation.
- EXPOSANITA' in Bologna (I)
- ICM TRIENNAL Expo and PRIMARY
CARE in Glasgow (UK)
- WELB/ILCA Congress in Wien (A)
- XIII Congreso Nacional de Matronas in
Alicante at the Hill-Rom Spain stand.

Attended Fairs & Exhibitions

2009

XV Congresso
Nazionale della
Società Italiana di
Neonatologia –
Presentation at Pistoia
Hospital :

“**MimmaMA**® dalla
parte della mamma”.



THANKS
for your kind attention!

