

PUMP IN STYLE® BREAST PUMP – TALKING POINTS

Overarching Messages

- Pump in Style® with MaxFlow™ Technology is a double electric, single-user breast pump designed to maximize pumping efficiency. It is the Hardworking Pump for Hardworking Moms, built on Medela's strong legacy of breast pumps, which have contributed to the company's success for nearly 25 years.
- Building upon the success of Pump in Style and Pump in Style Advanced, the reimagined Pump in Style with MaxFlow™ Technology is a modern breast pump that combines trusted performance with new technology. Pump in Style with MaxFlow™ Technology helps ensure that all moms have access to a highly effective, yet easy to use breast pump and continue feeding their babies with breast milk for longer.
- Moms today are busy, working hard throughout the day to provide for and take care of their families. They are the backbone of our society, represented by teachers, first responders, students, young professionals and stay-at-home moms. Whether at home or at the office, running errands or enjoying family time, they deserve a breast pump that works as hard as they do. Moms are committed to providing the best nutrition possible for their babies, and they expect a product that performs as a breast pump should: efficient at milk removal, comfortable and easy to use, as well as safe for them and their babies. For the price-conscious mom and/or those who acquire their breast pump through insurance, Pump in Style with MaxFlow™ Technology delivers on moms' expectations.
- For nearly 60 years Medela has had an unwavering commitment to utilize research-driven innovation and insights from moms to develop products and programs that support them in their breastfeeding journeys. Chosen by millions of moms for about 25 years, Medela's Pump In Style has been reinvented to provide moms with the latest research-based technology to help them successfully provide breast milk to their baby.

Pump In Style Key Attributes

- **Better flow for more milk in less time.** Designed with Medela's patented, researched-based technology, the Pump In Style pairs 2-Phase Expression® technology that mimics baby's rhythm with the new Max Flow™ technology that generates a vacuum with micro-vibrations. Together, this system increases and optimizes milk flow.
- **Research-based breast shield design for more comfort.** The unique oval design of the PersonalFit Plus™ breast shield helps to remove 11.8% more milk per minute.
- **Easy to use, easy to clean.** The Pump In Style features an 4-button, intuitive control panel that simplifies pumping, and is comes with pre-programmed research-based settings to help you find your maximum comfort level. The pumping kit comes with fewer parts and pieces, so there's less to assemble and clean.
- **Safe for mom and baby.** The Pump In Style is a closed-system breast pump that features a milk barrier that is placed at the breast shield connector to keep milk from passing into the tubing.

Required Fine Print

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