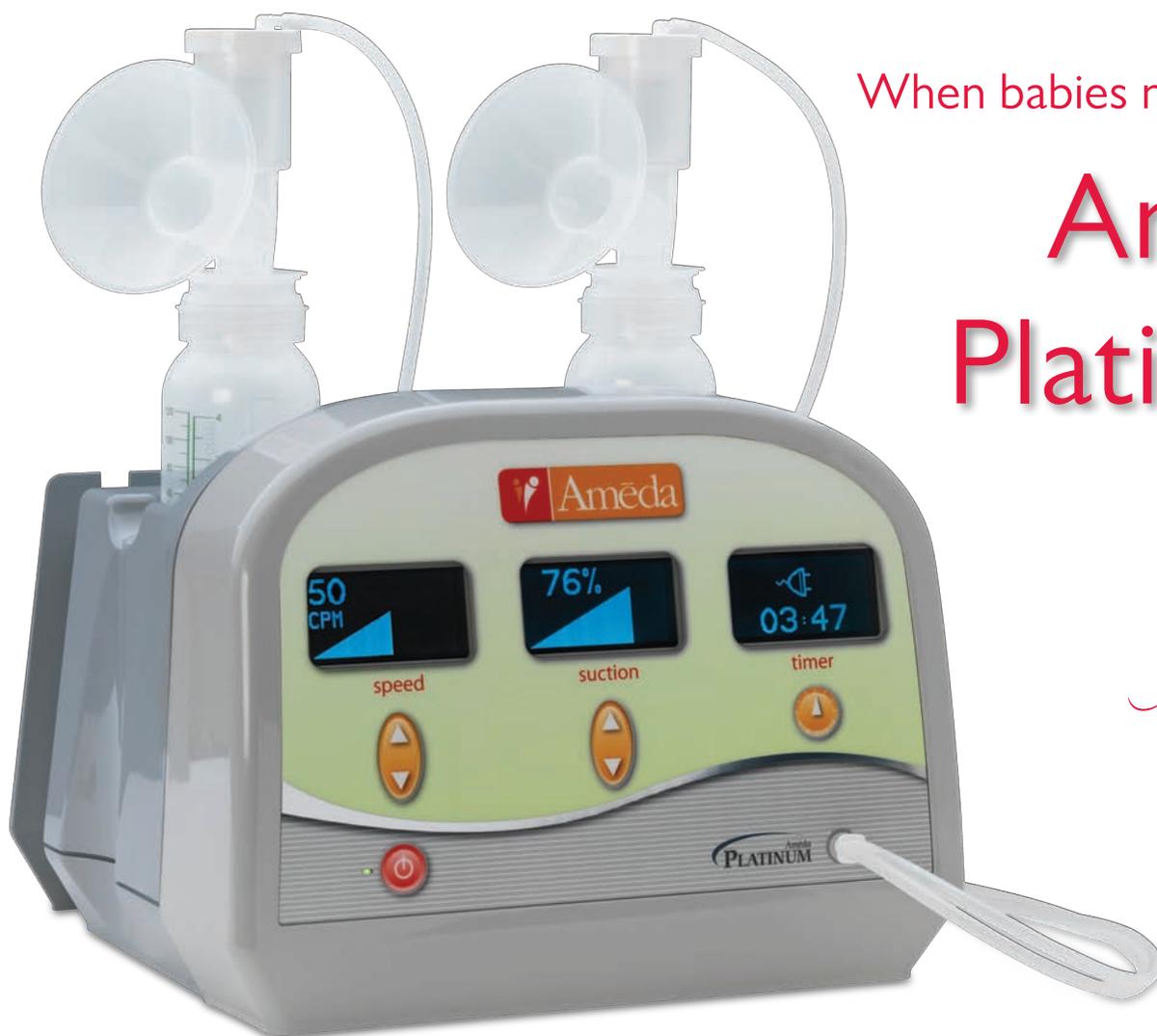




MOM INSPIRED. HOSPITAL TRUSTED.



*begin
with
breastmilk*



When babies need it most,

**Ameda
Platinum[®]**

is the

effective

choice.

BREAST MILK MATTERS

Breast milk feedings provide increased health benefits to both infants and their mothers. These benefits are due to the species specific live cells, antibodies and hormones that are present in human breast milk and lacking in formula. Mothers who lactate are less likely to develop breast or ovarian cancer, type 2 diabetes or postpartum depression.^{1,2} Infants who receive breast milk for >50% of their feedings in the first 14 days of life have a six-fold decrease in developing necrotizing enterocolitis (NEC). This can decrease cost and length of stay, saving \$74,000 per case and 12 additional days for medical NEC and \$198,000 and 43 additional days per case of surgical NEC.^{3,4}



Greater than 50% of feedings with breast milk decreases NEC risk six-fold.³

Preterm Benefits^{1,2}

- Decreased rates of sepsis
- Decreased rates of NEC
- Fewer hospital re-admissions within 1 year of NICU discharge
- Improved clinical feeding tolerance & attainment of full enteral feeds
- Decreased severe retinopathy of prematurity

Long Term Benefits:

- Improved neurodevelopmental outcomes
- Decreased metabolic syndrome
- Decreased blood pressure
- Decreased LDL
- Increased leptin & insulin metabolism

Full Term Benefits^{1,2}

Decreased risk for:

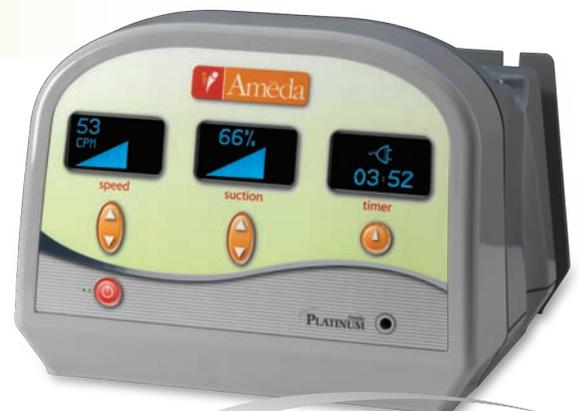
- Lower respiratory tract infections
- Pneumonia
- RSV
- Otitis media
- Colds, ear & throat infections
- NEC
- GI tract infections
- SIDS
- Asthma
- Atopic dermatitis, eczema
- Celiac disease
- Inflammatory bowel disease
- Higher BMI
- Type I & II Diabetes
- Leukemia (ALL, AML)

“Tremendous impact on our NICU success... sense of freedom and control in a situation where I had none.”

-Mother of Preterm Infant

“The Ameda Platinum is the pump of choice for NICU mothers. The pump is comfortable and effective. I am amazed by the milk volumes that are obtained by the Ameda Platinum, especially in the immediate postpartum period.”

-NICU RN, IBCLC



“This is simply the best pump, I have ever used.”

-Mother of Term Infant

Ameda
PLATINUM[®]

CLINICAL EVIDENCE SUPPORTS THE EFFECTIVENESS OF THE AMEDA PLATINUM PUMP FOR YOUR MOST CRITICAL PATIENTS

In 2011, a clinical study was completed using the Ameda Platinum breast pump with exclusively pumping NICU mothers.

Primary Objective: Demonstrate the pump's ability to establish a full milk supply for an exclusively pumping NICU mother (> 700 mL/day by 14 days postpartum)

Subjects: 26 mothers who gave birth to preterm infants, 26-32 weeks gestational age

Timeframe: Pumping with Ameda Platinum initiated within 12 hours of birth, continued for 14 consecutive days

Frequency of Pumping: 7-8 pumping sessions per 24 hours, each day of the study

Quotes from Mothers in the Study

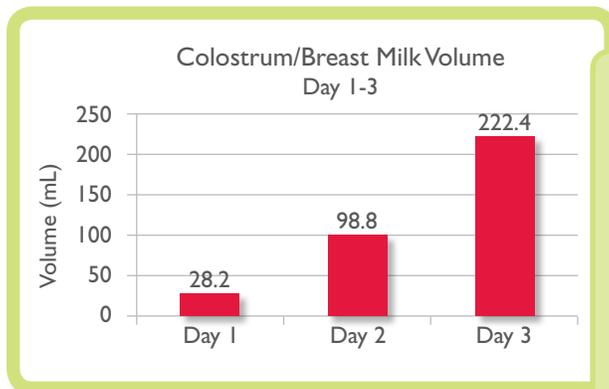
"Pump is easy to use & adjust settings."

"I liked the way it simulated the baby's natural sucking pattern."

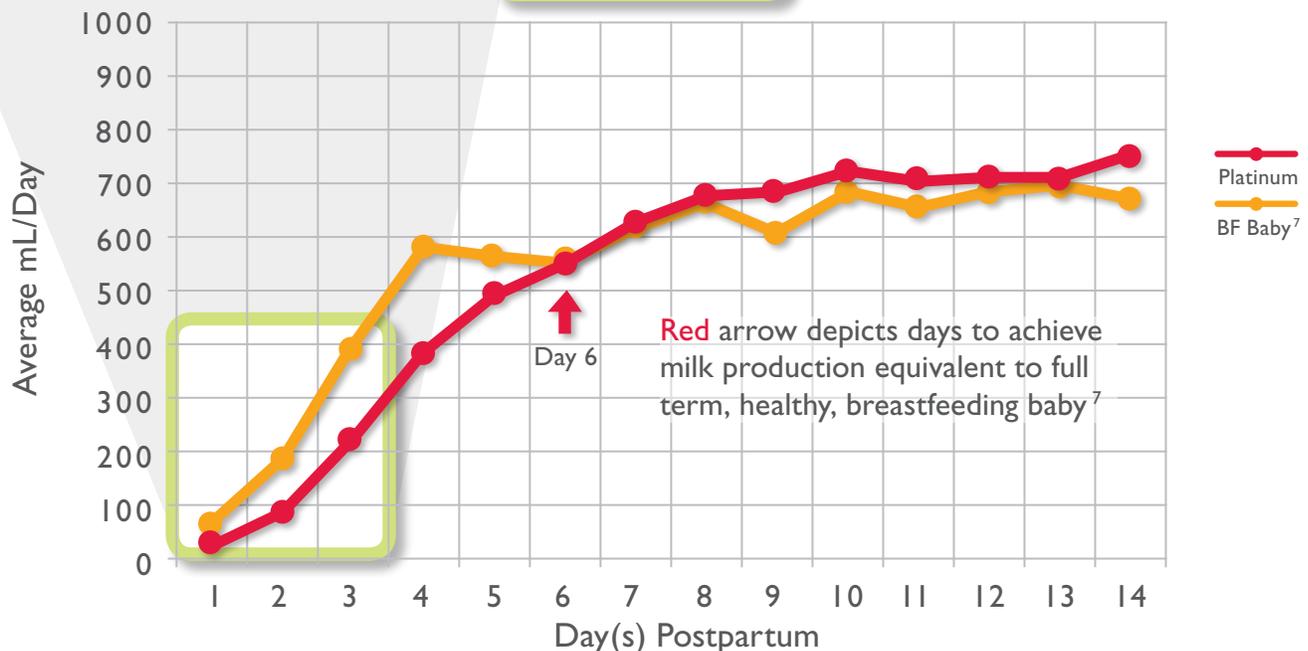
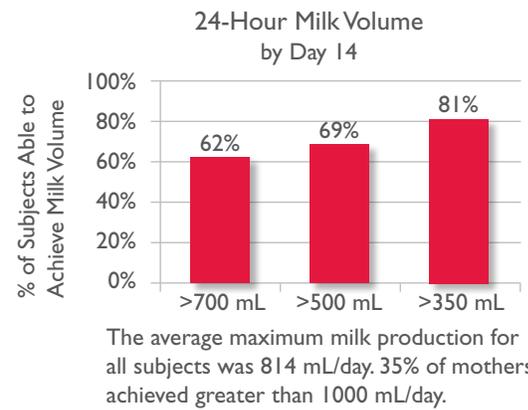
"I could put it to the speed and suction comfortable for me."

"I attempted multiple releases by bringing the speed up and lowering the suction when the flow slowed down - it worked very well."

"The separate dials made it easier to do multiple releases and easier to find a comfort level."



Colostrum production begins mid-pregnancy and the volume rapidly increases from 36 to 96 hours postpartum. By two weeks postpartum, mother's milk volume should be 500-750 mL/24 hours. A milk volume less than 500 mL/24 hours is a marker for less than adequate milk production long-term.^{5,6}



A CLOSER LOOK AT OUR MOST ADVANCED B

Trust Ameda Technology

To achieve its comfortable, smooth feel, the Ameda Platinum breast pump uses an internal rotating piston. This durable mechanism is similar to the piston used in the original Ameda SMB™ pump. The piston creates a waveform that represents how suction builds, peaks, and releases during pumping. This rhythmic waveform has been shown to be the most effective for milk production for preterm and full term infants.^{8,9,15}

Only found in the Ameda Platinum pump, **VacuSense™ Technology** provides consistent suction during single and dual pumping and varying altitudes.

Precision Controls for a Personalized Experience

With independent controls, mothers can customize their pump settings to their own body's response and achieve multi-phase pumping.

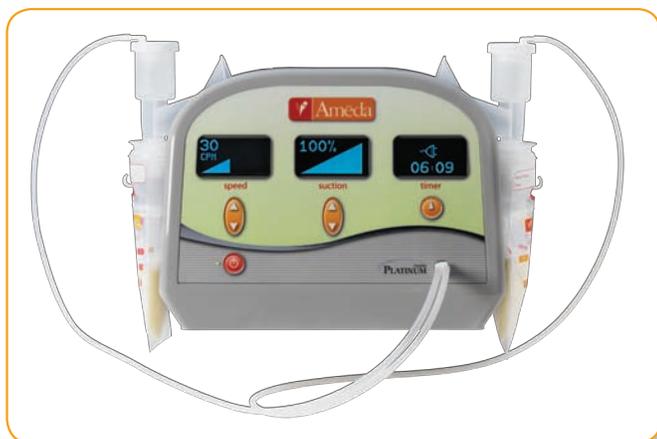
Babies change sucking speed to achieve multiple milk ejections during a breastfeeding session.¹⁰ Using the Ameda Platinum pump, mothers can also adjust their speed higher to help trigger multiple milk ejections and lower to help drain the breast several times while pumping.^{8,11,12}

Also, research has shown pumping at your highest comfortable suction setting yields more milk.^{8,9,13,14} The Ameda Platinum lets mothers adjust suction during a pumping session. This flexibility allows a mother to pump at her own personal comfort level.

Speed Range: 30-80 cycles per minute (cpm), in increments of 1 cpm

Suction Levels: 30-250 mmHg, in increments of ~2.2 mmHg

This precision offers over 5,000 unique setting combinations.



BREAST PUMP



Designed For Clinical Settings

Our **Proven Airlock Protection™** is the world's only proven protective barrier to help protect breast milk and the baby from bacteria, mold and viruses while pumping.¹⁵

The Ameda Platinum Pump is designed and tested for durability in clinical settings. The Ameda Platinum Breast Pump uses the **same preassembled collection kit** as all other Ameda electric breast pumps. **Keep inventory and training simple** by using the same kit for all Ameda electric pumps.

For easy trouble-shooting, a **Clear Message Display** indicates if service is required or if the HygieniKit® Milk Collection System is not properly attached.

The Platinum Pump has an integrated handle and it can be attached to an Ameda Trolley for safe, secure transport in clinical settings. The pump can easily be cleaned with hospital-approved antibacterial cleaner, such as Cavicide™.

Ameda sales specialists provide personalized in-servicing and educational materials to support clinicians and mothers.

Mom-Friendly Features

With three **Easy-to-Read LCD Screens**, moms can return to their own preferred settings day and night. A built-in timer makes following pumping schedules and protocols easier. The pump automatically shuts off after 60 minutes.

The **Soft Touch Control Panel** has an intuitive design with easy to locate settings and power buttons. The suction control is displayed in percentage units of 1-100% rather than mmHg. Graphical elements change as mothers increase or decrease their speed or suction setting.

Built-in Dual Bottle Holders securely hold most standard bottles upright on top of the pump. For milk bags or smaller containers, the breast flange can be placed in the bottle holders to help prevent spills.



A CUSTOM APPROACH BECAUSE EVERY MOTHER IS UNIQUE



Purity

Proven Airlock Protection

- The world's only proven protective barrier.
- Helps protect breast milk and baby from bacteria, mold and viruses while pumping.¹⁵
- Keeps tubing dry by preventing air flow between expressed milk and pump tubing while pumping.
- No need to clean the narrow tubing. Even if the container is turned, moisture and milk aerosols will not enter the tubing or pump.



Comfort

CustomFit Flange System™

- Every mother needs a good breast flange fit for greater comfort and better milk flow.
- Makes finding a good fit easy by offering 7 different breast flange sizes that adapt to all Ameda breast pumps and kits.
- Some kits include multiple breast flange sizes so a mother can enjoy a good fit at her first pumping and later as her body changes.



Good fit



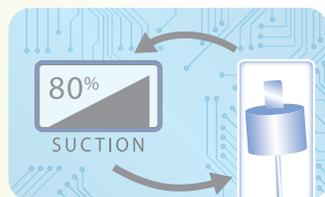
Too tight



Innovation

VacuSense Technology

- Pump vacuum levels often decrease between single and double pumping and can drop significantly in higher altitude locations.
- An industry first, the Ameda Platinum Pump is the only breast pump that adjusts internally twice per second to ensure consistent suction levels.
- Should the vacuum detected not match the settings the mother has selected, the control mechanism adjusts internally.



Ease

CustomControl™

- Independent Suction and Speed controls make it possible for mothers to achieve a multi-phase experience.
- Each mother can customize her pump's settings to her own body's response and follow her flow to find her own best settings every time.
- Its independently adjustable controls make it possible for a mother to keep the pump set on her maximum comfortable suction level while varying the pump's speed to more quickly trigger the first, second, third and subsequent milk ejections.





for over 70 years

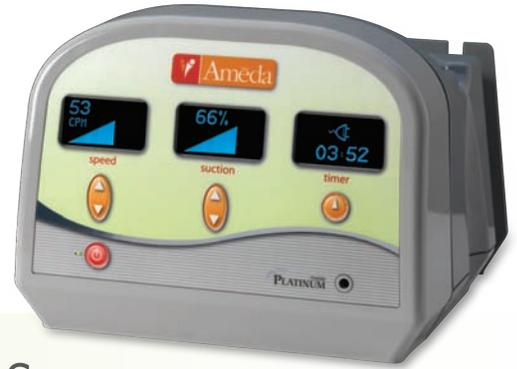
THE FIRST NAME IN BREAST PUMPS FOR OVER **70 YEARS**

More than 70 years ago in Sweden, engineer Einar Egnell made it his life's work to help breastfeeding mothers. After years of research, Egnell created the first comfortable and effective breast pump. In the process, Egnell also created the vacuum and cycling standards that today's lactation professionals use to judge breast pump quality.

Today's Ameda breast pumps combine Egnell's innovative technology with the features a 21st century mother expects. Everything Ameda offers — Ameda breast pumps and products, Ameda breastfeeding education, Ameda's support of lactation professionals — reflects our passion for breastfeeding. We know how much breastfeeding matters to mothers and their babies.

INTERESTED in using the
Ameda Platinum Breast Pump
in your hospital or practice?

Contact your local Ameda representative today
to schedule a demonstration or a pump trial.



TECHNICAL SPECIFICATIONS

Protection Class I, Type B

Power Supply:

Operating Input Voltage 100 VAC to 240 VAC
Operating Frequency 50/60Hz
Input Power 80VA
Fuse Rating Quick Acting (F), 2.5A, 250V,
5 x 20mm
Power Cord Length: 10 feet

Operation:

Continuous
ISO 10079-I, Intermittent Suction,
Medium Vacuum

Suction:

30mmHg (4.0kPa) to 250mmHg (33.3kPa)
(1-100%)

Speed:

30 to 80 cycles per minute (cpm)

Operational Conditions:

Temperature +50°F (+10°C) to +104°F (+40°C)
Relative Humidity 20% to 80%
Atmospheric Pressure 0.82atm (83.1kPa) to 1.05atm
(106.4kPa)

Transport and Storage Conditions:

Temperature -10°F (-23°C) to +120°F (+49°C)
Relative Humidity 20% to 95%
Atmospheric Pressure 0.82atm (83.1kPa) to 1.05atm (106.4kPa)

Weight:

9.7 lbs. (4.4 kg)

Dimensions:

Length 9.75 in. (24.7 cm) • Width 10.5 in. (26.7 cm)
Height 8.0 in. (20.3 cm)

Standards:



E325189 MEDICAL EQUIPMENT
WITH RESPECT TO ELECTRIC SHOCK,
FIRE AND MECHANICAL HAZARDS ONLY
IN ACCORDANCE WITH
IEC60601-1: 1988 + A1:1991 + A2:1995,
IEC60601-1-2, CAN/CSA C22.2 No. 601.1-1-M90

Approvals:

United States: FDA 510(k) - K100435

Warranty:

3-year limited



MOM INSPIRED. HOSPITAL TRUSTED.

CE 0086



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