Good Start™
BABY CLUB



Baby Feeding Guide.

Useful tips to help you confidently navigate your baby's feeding journey.



What's Inside:

Everything you need to know about feeding time.

We've divided this booklet into sections for the different stages of feeding:

0-6 months; 6-12 months; 12+ months.

Also, look out for the different icons to help you find these topics at a glance:

- Developmental milestones
- Feeding tips
- Hunger and fullness cues
- Sample menus

Ready? **Let's get started.**

0-6 months

Ready, set, feed.
(Don't worry, it's not a race)

Baby's first source of nutrition is you

Breastfeeding is the ideal nutritional start for babies and experts recommend breastfeeding exclusively for the first 6 months of baby's life. After that, they recommend you continue breastfeeding up to 2 years of age and beyond.

Breastfeeding has a lot of benefits for baby:

- It provides the optimal balance of nutrients. But babies who are exclusively or partially breastfed should get a daily supplement of 400 IU vitamin D drops.
- It contains just the right amounts of protein, fat, carbohydrates, vitamins, and minerals to support baby's growth and development.
- It contains naturally protective factors, like antibodies, probiotics, and prebiotics, that promote the development of a healthy digestive tract and a strong immune system.

Expressing breast milk is an option once you're comfortable with breastfeeding. Having some breast milk stored allows you to share feeding times with a partner or caregiver. Let's go, teamwork!



0-6 months

0-6 months

The science behind breast milk.

Your breast milk provides many immune benefits to your baby.

Science shows that breast milk contains probiotics; including a type called *bifidobacteria*.[1]

What is *bifidobacteria*?

- They make up 90% of the bacteria found in the gut of healthy, breastfed babies[2]
- They are part of what gives breast milk its naturally protective qualities

Here's a checklist to help support baby's developing immune system:

- ☑ Breastfeed, if you can – experts agree it's the best source of nutrition for your baby
- ☑ Follow your doctor's advice on nutrition
- ☑ Keep your baby's immunizations on schedule
- ☑ Ask your doctor about safe and effective sources of probiotics for your baby

0-6 months

Want to supplement your breastfeeding?

Whether you express breast milk or you decide to introduce formula, it doesn't have to mean an end to breastfeeding. Seven out of 10 moms that use formula still continue to breastfeed.

Here are some tips to make supplementing easier:

1. Wait to supplement until breastfeeding is established, if you can.
2. Try bottled breast milk before supplementing with formula.
3. Maintain your breast milk supply by pumping after each bottle feeding.
4. Pick the right time *(when baby is happy and relaxed)* and take a gradual approach.
5. Position your baby properly and in a semi upright position, skin-to-skin when possible.
6. Consider combination feeding – breastfeeding and using some formula.

Good to know
Whatever feeding style you choose, please talk to your doctor before making changes to your baby's feeding routine. They can help you make the best decision for your family.

^ Good Start 2019 research. Data on file.

0-6 months

If you decide to supplement with formula, look for a formula with:

- ✓ Partially broken-down proteins
- ✓ Probiotics
- ✓ 2'-FL
- ✓ DHA

Be sure to prepare formula according to the package instructions. Your baby's health depends on this.



Good Start® is Pediatricians' **#1 choice** for easiest formula on baby's tummy.†

Good Start® Plus 1 powder formula‡, our closest formula to breast milk, has been clinically shown to help support tummy comfort from the start[3] and has the unique combination of:

Comfort Proteins® – 100% whey proteins, partially broken down for small tummies, that help promote **softer poop.**+,4

Expert-recommended levels of DHA[5], which supports baby's normal physical **brain and eye development.**

Probiotic *B. lactis,*‡ a good bacteria like the ones found in breast milk[1], that helps support a **healthy gut microbiota.**

2'-FL, an oligosaccharide shown to help support **digestive health** and the **developing immune system.**[3,6,7]



Also available in ready-to-feed formats



† More pediatricians trust Good Start® infant formula as the most well-tolerated routine infant formula than any other brand. Data on file. December 2023.
‡ Powder format only.
+ Compared to intact protein formulas.

0-6 months

0-6 months

A baby's day can be a very routine thing. **Routine is good.**

Feeding schedule

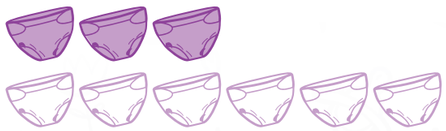


Each day count on 8-12 feedings. Yup, 8-12.

Your baby's stomach is tiny, so small frequent feedings of breast milk and/or baby formula are best (8 to 12 per day or every 1 to 3 hours).

As baby gets closer to 6 months old, the number of feedings may decrease to between 4 and 6 bigger feedings per day.

Diaper duty



Ch-ch-ch-ch-changes. Be ready.

In the first 2 months, baby will have roughly 3-4 soiled diapers and 6 wet diapers per day.

Diapers patterns vary from baby to baby. Keeping a diary will help you track what is normal for your baby.

0-6 months

Babies cry. **When is it too much?**

When you're a new parent your baby's cries can be overwhelming. Crying is your baby's way of communicating with you and is a normal part of their growth.

When your baby cries excessively or is fussy and there is no obvious cause, it may be colic. All babies cry, but your baby may have colic if they cry for more than 3 hours a day, at least 3 times a week, for over 3 weeks.[8]

Certain probiotics, like *L. reuteri,* may help soothe crying in babies with colic.[¥,9] It's available as probiotic drops and in some infant formulas.

If you are worried about your baby's crying, talk to your baby's doctor.

[¥]Studied in breastfed infants.

0-6 months





Our most advanced formula for sensitive tummies with *L. reuteri.*

Over 90% of parents who switched to Good Start Soothe™ said their baby was less fussy after the first feed[*,10].

*Infants were exclusively formula fed.



0-6 months

Developmental milestones.

- Limited or no head control during months 1 and 2
- Has head control by month 4
- Lifts head and chest, using forearms for support, when placed on tummy
- Sits up with support and uses hands to reach, grasp, bang, splash, and swipe at objects

Hunger & fullness cues.

"I'm hungry!"

- Opens wide when nipple brushes lips or when cheek is stroked
- Roots for nipple, a reflex that encourages latching and promotes healthy feeding
- May bring fingers or hands to mouth
- Cries as a late sign of being very hungry

"I'm full!"

- Releases nipple
- Slows down or stops sucking
- They simply fall asleep (with a smile)

0-6 months

0-6 months

Is it time for solid food? Here's what to look for.

- Ability to support head and neck
- Strength to sit without support
- Interest in what you're eating
- Hungrier than usual
- Keeps food in mouth without using tongue to push it out

Good to know
You can start to introduce foods that are common allergens – like peanuts or eggs – when your baby is ready for solid foods at around six months. Talk to baby's doctor if you're concerned about allergies.



6-12 months

Developmental milestones.

- Sits independently and in a highchair.
- Uses fingers to rake objects or food closer; pincer grasp will start to develop and be used to self-feed.
- Drinks from a cup with help to hold it.
- Gets first teeth. Begins to use gums to mash food.
- Rocks front to back and back to front at around 8 months. Starts to crawl with tummy off floor.
- May be able to pull up to standing.

Hunger & fullness cues.

"I'm hungry!"

- Shows excitement when food is presented. May reach for food.
- Opens mouth wide and leans toward spoon.
- Fusses as a late sign of being very hungry.

"I'm full!"

- Gets distracted easily and looks elsewhere. Bats spoon or food away when full.
- Leans back, clenches mouth, turns head, or pushes away from nipple or food.

6-12 months

Your baby's needs **are changing.**



At about 6 months, baby has used most of the iron stores they received from you. Breast milk and/or formula are still baby's main source of nutrition. When it's time for solids, start with iron-rich foods, at least twice per day. Try meats, meat alternatives, cooked whole egg, tofu, and well-cooked legumes. Iron-fortified infant cereals are common first foods. Read the label to make sure there is no added salt or sugar.

Keeping baby's tummy healthy and happy is as important as ever. Whether you're moving on from Stage 1 formula or would like to supplement breastfeeding, Good Start® Plus 2 baby formula is the only stage 2 formula with probiotic *B. lactis*‡ and it's designed to complement baby's expanding diet with added calcium and iron.

Good to know
Homogenized (3.25% M.F.) cow's milk can be introduced between 9 and 12 months of age once your baby is eating a variety of iron-rich foods.

‡Powder format only.

6-12 months

Colours, smells, textures. **Baby wants to explore.**

Feeding schedule



Only 3-5 feedings a day. Whew.

Work towards 3-5 feedings of breast milk and/or baby formula, and offer 2-3 feedings of nutritious complementary foods and 1-3 snacks per day. Pay close attention to your little one's hunger cues.

As your baby starts to explore new foods, you can progress from single-ingredient purées to richer tastes and different textures. As you gradually increase the number of times a day that complementary foods are fed, progress to introduce a variety of nutritious foods from your family meals.

It can take up to 10 tries with a new food for your baby to give it a go.

Don't give up!

What is **baby-led weaning?** (this is where things can get messy)

Baby-led weaning is an approach to starting solid foods that skips spoon-feeding and purées, and lets babies feed themselves finger foods from the start. Many parents do Combo Feeding, using a combination of spoon-feeding and self-feeding.

6-12 months

6-12 months

A sample menu to **get you started.**

EARLY MORNING	BREAKFAST	SNACK
• Breast milk or baby formula	• Iron-fortified baby cereal mixed with breast milk, baby formula or water • Mashed fruit like banana, peaches or pears mixed with full fat plain yogurt • Small pieces of toast with smooth nut butter, spread thinly	• Breast milk or baby formula

LUNCH	SNACK
• Breast milk or baby formula • Well-cooked chopped or scrambled eggs • Mashed cooked vegetables, such as peas, lentils or carrots	• Breast milk or baby formula

DINNER	BEDTIME
• Breast milk or baby formula • Cooked vegetables, like mashed squash or carrots or soft-cooked mashed broccoli • Cooked, finely minced chicken or turkey or canned and cooked legumes (beans, lentils or peas) • Puréed fruit, such as unsweetened applesauce or puréed melon with full fat plain yogurt	• Breast milk or baby formula

12+ months

Developmental milestones.

- Stands alone and begins to walk
- Self-feeds easily with fingers
- Learns to use a child-safe spoon and fork
- Can use an open cup and can swallow in succession, but may dribble

Hunger & fullness cues.

"I'm hungry!"

- Expresses desire for food with words, sounds, or gestures
- Leads you to the fridge or cupboard, points to desired food

"I'm full!"

- Shakes head to say no more
- Uses phrases like "all done," "no more," "get down"
- Becomes easily distracted or playful with food



12+ months

12+ months

Nourish your **growing toddler.**

Complement your toddler's nutrition with Good Grow® toddler drink° which contains 27 nutrients, DHA, 2'-FL, and *B. lactis*, a probiotic that helps support immune function.§ Made with real milk, Good Grow® toddler drink is available in two delicious flavours: Milk and Vanilla.



Good to know

Toddlers can be unpredictable. Don't get too hung up about what they eat each day – just ensure they're eating a variety of healthy foods over a few days.

° Good Grow® toddler drink is a milk-based nutritional supplement for children 1-3 years, and can be part of a healthy balanced diet. Not intended for infants under 12 months of age.
§ With *B. lactis* BB-12®, which helps maintain the specific natural digestive tract antibody immunoglobulin A (IgA) that may help support clinical outcomes of normal gut and immune function. Data on file.

12+ months

A sample menu to **get you started.**

BREAKFAST

- Unsweetened o-shaped cereal
- Medium banana, sliced
- Whole grain toast with smooth nut butter, spread thinly
- Breast milk or 1 cup of homogenized (3.25% M.F.) cow's milk

SNACK

- ½ slice whole-grain toast, cut into strips
- Smooth nut butter, thinly spread on toast

LUNCH

- Scrambled egg
- Hummus spread on whole-grain tortilla, cut into strips
- Cubed avocado or tofu
- Red and green peppers, cut into strips

SNACK

- Full-fat plain yogurt or cottage cheese
- Chopped cantaloupe or honeydew melon

DINNER

- Diced up cooked fish, like salmon
- Steamed brown rice
- Mashed sweet potatoes
- Canned peaches, chopped

BEDTIME

- Breast milk or 1 cup of homogenized (3.25% M.F.) cow's milk



Good to know
Offer water regularly to quench your little one's thirst.



We bring the **science.** You bring the **love.**

There's no one way to feed. Everyone's journey is different. Rest assured, Good Start Baby Club™ has the tools, tips, and science-backed expertise to help you every step of the way.



Visit GoodStartBaby.ca

Sources

1. Gueimonde M, et al. Neonatology. 2007;92 :64-66. 2. Saavedra JM. Nutr Clin Pract. 2007;22:351-365. 3. Storm H, et al. Glob Pediatr Health. 2019;6:1-10. 4. Czerkies L, et al. Int J Pediatr. 2018;2018:4969576. 5. ADA/DC. J Am Diet Assoc. 2007;107 :1599-1611. 6. Bode L, et al. Glycobiology. 2012;22(2):1147-1162. 7. Goehring K, et al. PLoS One. 2016;146(12) :2559-2566.
8. Critch JN. Paediatr Child Health. 2011;16(1):47-49. 9. Chau K, et al. J Pediatr. 2015;166(1):74-78. 10. Czerkies L, et al. J Pediatr Health and Nutr. 2019;1(1)19-26.

Joint Statement of Health Canada, Canadian Paediatric Society, Dietitians of Canada, and Breastfeeding Committee of Canada. Nutrition for Healthy Term Infants. Recommendations from birth to six months. 2012.

Joint Statement of Health Canada, Canadian Paediatric Society, Dietitians of Canada, and Breastfeeding Committee of Canada. Nutrition for Healthy Term Infants. Recommendations from six to 24 months. 2014.

Rourke L, Leduc D, Rourke J. The 2020 Rourke Baby Record. www.rourkebabyrecord.ca
Accessed March 2024.

Canadian Paediatric Society. Feeding your baby in the first year. 2020. https://caringforkids.cps.ca/handouts/pregnancy-and-babies/feeding_your_baby_in_the_first_year. Accessed March 2023.

Dietitians of Canada. UnlockFood.ca. Sample Meal Plans for Feeding Your Baby. 2020.
https://www.unlockfood.ca/en/Articles/Breastfeeding-Infant-feeding/Sample-meal-plans-for-feeding-your-baby.aspx Accessed March 2023.

All trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under license. © All Rights Reserved.