



## WHY AMEDA?



### WHERE BREAST PUMPS WERE BORN AND RAISED

We know how much breastfeeding matters to you and your baby. That's why we created the Ameda products. Ameda's story starts with a passion for breastfeeding.

More than 60 years ago in Sweden, engineer Einar Egnell was asked by a leading gynaecologist to create a better breast pump. The breast pumps of the time were painful to use and didn't express milk well.

When he heard this, Egnell made it his life's work to help breastfeeding mothers. After years of research and hundreds of pump trials, his breakthrough came with the invention of the first truly comfortable and effective breast pump. In the process, Egnell created the vacuum and cycling standards that today's lactation consultants use to judge most breast pumps.

### EXPRESS YOUR LOVE

Today's Ameda pumps combine Egnell's innovative technology with the features a 21st century mother expects. Our mission — like Egnell's — is to help breastfeeding mothers.

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 you and your baby.

<b>Ameda: 60+ Years of Innovation</b>	
1939	Swedish engineer Einar Egnell begins work to create a better breast pump
1942	Swedish debut of SMB™, the first safe, effective hospital-grade pump
1961	The Ameda® SMB breast pump goes international
1984	Ameda Lact-e™, first portable hospital-grade pump
1993	Ameda Elite™, first microprocessor-run hospital-grade pump
1994	Ameda HygieniKit®, the first pump kit needing no tubing care
1998	The Ameda Purely Yours®, first personal piston pump
2007	More innovation on the horizon, check this site for more debuts