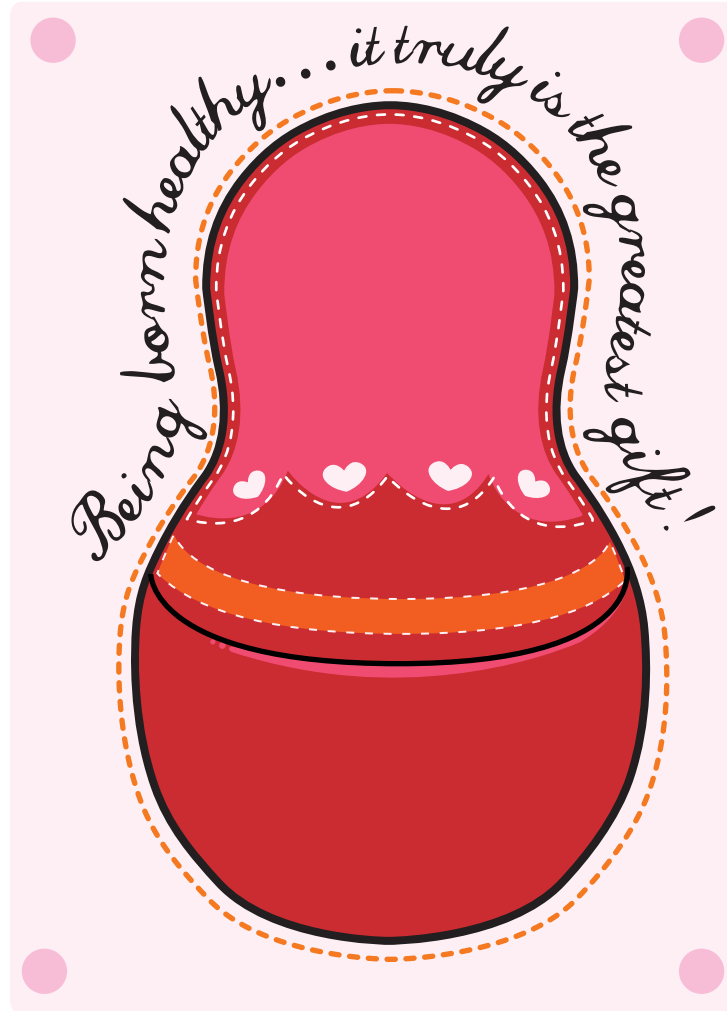




Several Italian and foreign studies, published by prestigious international journals, have shown that even small amounts of alcohol may harm unborn babies. The Istituto Superiore della Sanità, Italy's top healthcare institution, strongly supports these claims with its position that it is impossible to set a "safe" drinking limit that can assure that a baby's health will not be in danger.

*To put it plain and simply...
all mothers-to-be should avoid
drinking alcohol!*

... AND WHAT IF YOU ARE "PLANNING" TO GET PREGNANT ?
Dear Mommy, be aware that alcohol has negative effects on the overall female reproductive process, thus increasing chances of infertility and miscarriage.



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*Pregnancy is
a special time!*

There are a number of ways to ensure that the baby you've been waiting for has the best chances at healthy development.

Women who smoke generally decide to quit during their pregnancy and they are often successful!

...and what about alcohol consumption?

For your baby's sake, it's worth digging deeper into this matter.

Here's some information you need to know

Be careful of what you drink because...



The results of scientific studies are clear: **alcohol during pregnancy acts as an actual enemy to the developing baby**, so much so that even a mother's moderate, social, or occasional drinking may harm it.

Dear Mommy, whenever you drink alcohol, it passes through your placenta and reaches the fetus, who unfortunately has not yet developed the enzymes needed to process alcohol.

During pregnancy you never drink alone: you share every glass of wine, beer, or liquor with your baby.

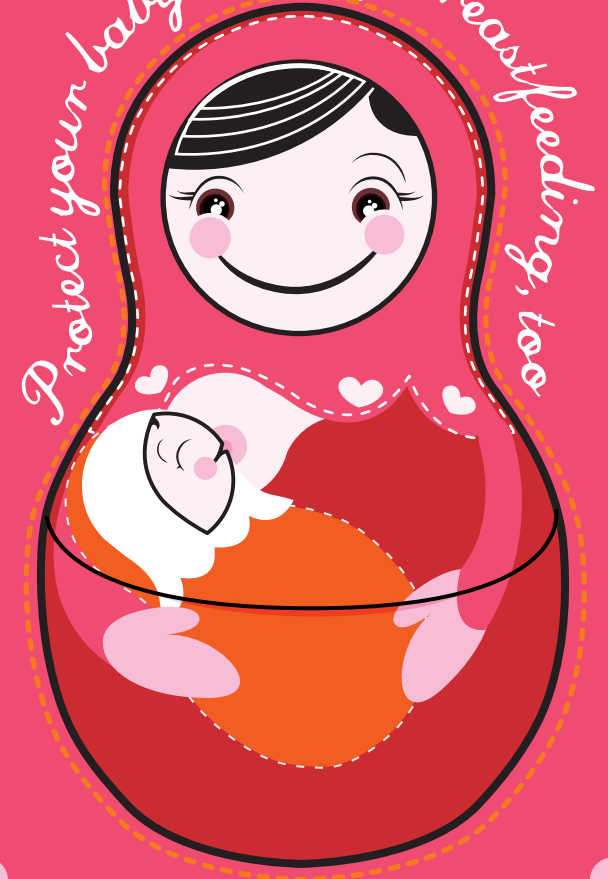
...by avoiding alcohol, you are fostering a caring environment for your child

The harmful effects of alcohol could continue to affect your little one into the future, with possible long-term consequences for your child's normal growth and health (including behavioral disorders and/or physical and psychiatric disabilities)

Damages to the embryo and fetus may occur at any stage of pregnancy and can vary depending on gestational age, the amount of alcohol you consume, and the frequency of your drinking (occasional or habitual).

**MOMMY, BE CAREFUL !!!
THE ALCOHOL CONTAINED IN WINE AND BEER
PASSES THROUGH YOUR PLACENTA !**

Protect your baby during breastfeeding, too



The recommendation to avoid drinking alcohol is also meant for you, as a breastfeeding mother.

Once ingested, alcohol is rapidly absorbed by the stomach and the upper intestines. It then spreads throughout all of your tissues and bodily fluids, eventually reaching your milk, with more or less the same alcohol concentration that you have in your blood.

As a result, your baby winds up drinking "alcoholic milk", even though its system has not yet developed the ability to process and eliminate the alcohol it is ingesting.

Therefore, it's important to protect your baby, because even small amounts of alcohol could damage or slow down its growth.