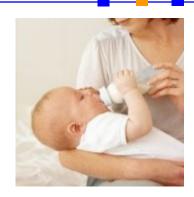
## Standard Bottle Feeding



1) Requires hand-holding (up to 1 hr for each feeding x 6)



2) Fluid dripping into the ear with horizontal feeding



3) Vacuum effect with continuous sucking

(similar to drinking thin plastic bottled water)

- Negative air pressure
- •Eustachian tube back flow; see next slide



6) Adults don't eat in a horizontal position, why should a baby?



5) Distressed baby



4) Ear infections & colic when air pressure builds up in inner ear or stomach