

FREESTYLE FLEX™ DOUBLE ELECTRIC BREAST PUMP

Talking Points for Account Use

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Designed for Life**Medela's Foundation: Research and Innovation**

For more than 50 years, Medela has dedicated itself to developing research-based innovations, advocating for moms, giving infants and moms a healthier start and making feeding with breast milk an easier reality. As the #1 breast pump brand*, Medela is committed to improving mom's breast milk pumping experience and her ability to successfully provide breast milk to her baby for as long as she chooses. Through intensive dialogue with healthcare professionals, patients, and consumers, Medela seeks to gain intimate understanding of their needs, and transform valuable knowledge into innovative products and services that make feeding with breast milk an easier reality.

Building on a Connection

Six years ago, Medela set out to improve on one of its most trusted products, the Medela double electric breast pump and they created Sonata® Breast Pump, a transformative technology that has become a must-have for new moms since it was introduced in 2016. Medela's research insights revealed that a pumping mom may face obstacles during her breast milk feeding journey. From the impact of product performance on her milk output, to the noise of her breast pump motor, to getting access for help. The Medela team heard from moms asking again and again for a solution that would support them in these areas. Medela continues to listen and create new products and refine existing ones.

As 2020 approaches, Medela continues to engage with breast milk feeding moms for inspiration and focus and remain relentlessly committed to supporting a mom's breastfeeding journey, pushing further, beyond the mechanics to consider the act of pumping breast milk and how it fits into mom's day-to-day life. Looking forward, with the upcoming launch of Freestyle Flex™ Breast Pump and beyond we know what mom's lives are ever-changing and the resources being developed to support them are getting better.

Technology Deeply Rooted in Mom's Experience

Medela saw there was a need to provide a breast pump that was easy to carry and could give moms her hands back. Launched in 2008, Freestyle was the first rechargeable, hands-free breast pump. It weighed about a pound and its availability meant that mom no longer needed to be tethered to pump and continue her breast milk feeding journey. Today, that desire to continue to help moms remains. Building on the market and clinical research, user testing, family and mom feedback, Medela sought to re-think what freedom will mean for mom in 2020.

Medela knows that moms are on the move – whether they've come home after giving birth, breast milk feeding a newborn while parenting a sibling, or returning to work – and mobility without compromise is essential. The newly redesigned Freestyle Flex is lighter and smaller than ever, offers a two hours of pumping time and more options for charging, without compromising what moms expect from and Medela: a powerful, consistent and effective breast milk pumping experience.

The Result

With Freestyle Flex, mom gets the patented Medela's double electric Two-Phase Expression® technology, known for helping busy moms get more milk faster in a palm-sized breast pump. She now has more of what she needs without compromising the reliability and consistency she expects from Medela.

Overarching Messages

- Freestyle Flex was designed for busy moms who choose to fit daily pumping into their active lifestyle; helps mom balance family, work, social life and hobbies
- Freestyle Flex is light, compact and portable; weighs less than 1 pound—easily fits in a pocket, purse or baby bag for easy access
- Rechargeable lithium-ion battery, with up to a 2-hour battery life allows mom to pump whenever and wherever she likes
- Reliable closed system design with Overflow Protection at the kit prevents breast milk from entering tubing; easy to clean connectors
- For more than 50 years, Medela has had an unwavering commitment to utilize research driven innovation and insights from moms to develop products and programs that support them in their breastfeeding journeys. This modern design combined with trusted technology makes it the best in class solutions for moms looking for the best.

Freestyle Flex Key Attributes

Freestyle Flex was designed for the on-the-go mom: The all-in-one mobile and portable breast pump is small enough for mom to take anywhere. Designed with the busy mom in mind, the Freestyle Flex fits into a pocket, purse or baby bag for easy access and portability. The double electric breast pump is perfect for the active mom who pumps several times a day. The breast pump has a USB-rechargeable battery to give mom the flexibility she needs to express wherever and whenever she likes – with no compromise on pumping performance.

- **Freestyle Flex is ideal for daily use:** The Freestyle Flex double electric breast pump is designed for daily use for moms who pump several times a day. The breast pump features patented, research-based 2-Phase Expression® Technology which produces more milk in less time** for more efficient expression and maximum flow. Like every Medela product, the Freestyle Flex is designed to make breastfeeding easier, so mom can feed baby with amazing breast milk for as long as she chooses.
- **Freestyle Flex is portable and lightweight:** Compact, easy to hold, and weighing less than 1 pound, the Freestyle Flex has a modern design and an easy-to-use digital display with back lighting. Best of all it fits right in the palm of mom's hand making it easy to take anywhere—from work to workout, to visiting friends and family, or simply spending time with baby.
- **Freestyle Flex helps mom stay connected:** Bluetooth® connectivity to the MyMedela® app provides convenient tracking to create a personalized profile tailored to mom's needs. Mom can easily log breastfeeding and pumping sessions, plus keep tabs on baby's height, weight, sleep, and diaper changes. She can stay on-target with a customized daily dashboard of breastfeeding tips and educational information. Track and share breastfeeding & pumping progress and easily share all of baby's important data.
- **Freestyle Flex is reliable:** The Freestyle Flex is a closed system designed with Overflow Protection at the kit that prevents breast milk from entering tubing. All the connectors are easy to clean and all parts that touch breast milk are made without BPA so are safe for mom and baby.

*QuintilesIMS ProVoice Survey; September 2019 - August 2019.

***When comparing double pumping to single pumping, with 2-Phase Expression Technology at Maximum Comfort Vacuum™*

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