

A close-up photograph of a young child with dark skin and hair, smiling broadly. The child is wearing a purple and white plaid short-sleeved shirt. The background is a plain, light color.

Whole Baby™

**HOW TO GET A
GREAT START**
on a Beautiful Thing

**WHOLE BABY
SHOPPING LIST**
*What to Look For,
What to Avoid*

*12 Things to
Know about*
BREASTFEEDING

BE GOOD TO YOUR **WHOLE
BODY**

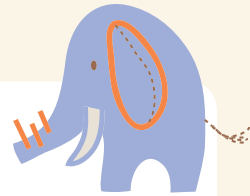
Baby ON THE BRAIN? BABY ON THE WAY?

For many women, getting pregnant—or trying to—is the definitive time to move toward a healthier lifestyle, from diet to household products to a little pampering for stress management. Fortunately, you found Whole Foods Market®, where we have the widest selection of healthier alternatives to support your growing family's wellness.

From first thoughts through the first year and beyond, you can rely on us to help you be good to your whole body...and your whole baby!



BEST TIPS



for the Best Start on a Long, Healthy Life

Congratulations!

Baby is on the way, but before you begin decorating the nursery to create a safe, nurturing environment in your home, do so in your body—baby's real first home.

① A GOOD PRENATAL MULTI

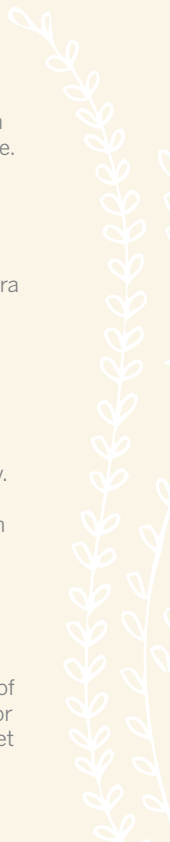
If possible, start taking one three months BEFORE you conceive, and continue through breastfeeding. They contain nutrients that are extra important for mother and baby. Naturally, avoid those with artificial additives, colors or flavors.

② GET YOUR DHA

Docosahexaenoic acid is the essential fatty acid found in fatty fish and fish oil that is vital for a baby's brain and nervous system to grow properly. Research shows that babies born to mothers with higher amounts of DHA scored better on attention and visual learning tests.

③ FEELING SICK AND TIRED?

Eat something—such as crackers—before you get out of bed, and ginger or ginger tea promotes a calm stomach. Have small meals and small sips of fluid all day, including plenty of fiber and water for healthy digestion. Be sure to both exercise and get plenty of rest and relaxation!





WHAT SHOULD I EAT & DRINK? WHAT SHOULDN'T I?

Conception through Breastfeeding


**EXPERTS
SAY...**

MOTHER NATURE OFFERS A BOUNTY OF HERBS THAT MAY PROVIDE BENEFITS TO WOMEN AND BABIES, but the effects of a particular herb may be undesirable or harmful during a particular time period. Some must be used with care and others avoided all together at different times from conception through breastfeeding. Be sure to consult your practitioner.

YES, PLEASE!

ORGANIC FOODS & BEVERAGES to reduce mom and baby's exposure to pesticides, herbicides, fungicides and synthetic fertilizers.*

MORE OF CERTAIN FOODS: fruits and vegetables (including dark, leafy greens), eggs, beans and whole grains.

WISE PROTEIN CHOICES such as meat and poultry (from animals raised without antibiotics or added hormones, on feed without animal by-products), cage-free eggs, certain seafood,* dairy products (from animals not given hormones), nuts and beans (including soy).

WATER and more water, preferably filtered.

SOME PRACTITIONER-APPROVED BEVERAGES, such as certain herbal teas.

*Get more information about organics, mercury in seafood and other mom and baby nutrition topics at wholefoodsmarket.com/wholebaby



NO, THANK YOU!

CERTAIN NON-ORGANIC FRUITS & VEGETABLES that are prone to higher levels of pesticide residue. Get the list online!*

HIGH-MERCURY SEAFOOD species. The FDA provides specific guidelines for those to be avoided and those to limit to two average meals per week.*

UNDERCOOKED MEAT, POULTRY & FISH may contain potentially harmful bacteria.

UNPASTEURIZED DAIRY PRODUCTS & JUICE may also contain potentially harmful bacteria.

CAFFEINE AND ALCOHOL. Remember the developing baby is getting a share of anything you eat or drink! Watch for hidden caffeine in energy bars and sports drinks.

SOME HERBAL TEAS, depending on stage of pregnancy or nursing and practitioner advice.

HYDROGENATED FATS, which can prevent the synthesis and inhibit the utilization of the omega-3 fatty acids—EPA and DHA—that are vital for brain development.

Whole Baby™ SHOPPING LIST

At Whole Foods Market®, we have just about everything you need for a healthy pregnancy and baby, including bibs and booties for baby, books and media for parents. Use this list and the further information throughout this pocket guide to help you make the best choices.

WHAT TO LOOK FOR

WHAT TO AVOID

SUPPLEMENTS	WHAT TO LOOK FOR	WHAT TO AVOID
GINGER	organic	unnecessary ingredients; artificial additives
BELLY BALM, LOTION, MASSAGE OIL	pure, natural ingredients	petroleum-based or harsh chemical ingredients
AROMATHERAPY	only the 100% pure essential oils that are recommended by experts for pregnancy (do not use directly on skin)	synthetic fragrances; certain essential oils not recommended during pregnancy
FOOD	nutritious diet with more fruits & veggies, eggs, beans, dark leafy greens & whole grains; organics; meat & dairy without added hormones & antibiotics	artificial additives, colors & flavors; hydrogenated fats; fish high in mercury; undercooked meat & seafood; unpasteurized dairy & juice
BEVERAGES	more water than usual, preferably filtered	alcohol, caffeine, certain herbal teas
HERBS & HERBAL TEAS FOR MOM	fennel, blessed thistle, raspberry leaf	herbs not advised by your healthcare provider during nursing
INFANT FORMULA (only when breastfeeding is not an option)	organic; age-appropriate formula; (note: breast milk is best for baby & mother)	artificial additives, colors & flavors
BOTTLES	glass; plastics such as polyethylene (#1, #2, & #4) and polypropylene (#5)	BPA (bisphenol-A); polycarbonate plastic; phthalates
BABY CEREAL/ BISCUITS	organic; whole grains	artificial additives, colors & flavors
BABY FOOD (jarred, frozen or homemade)	organic; nutrient-rich foods	artificial additives, colors & flavors; honey, fish with high mercury content; common allergens; junk food
TEETHING, EARS, COLIC, SLEEP	homeopathic remedies; herbs & herbal teas recommended by a practitioner	medications with artificial ingredients or potential side effects
CRADLE CAP PRODUCTS	zinc, magnesium, biotin & essential fats supplements (mom & baby); calendula cream/gel	artificial scent; petroleum-derived ingredients
VITAMINS	liquids specifically for babies	artificial additives, colors & flavors
PROBIOTICS	age-appropriate formulas and organic yogurt for babies	artificial additives, colors & flavors
COTTON BALLS & SWABS	organic cotton	chlorine bleached
DIAPER CREAM	zinc oxide, calendula, chamomile, witch hazel, comfrey, St. John's Wort	artificial scents or preservatives; petroleum-derived ingredients
BABY POWDER	100% natural scent; plant-based	talc; artificial scent
BABY OIL, SHAMPOO & BATH GEL	100% natural scent; plant-based ingredients	artificial scent; petroleum-derived ingredients
DIAPERS	biodegradable; recycled content	chlorine, artificial scents
BABY WIPES	biodegradable; recycled content; refillable tubs	chlorine bleached; petroleum-derived ingredients; artificial scent
LAUNDRY DETERGENT	baby-friendly with complete ingredient lists	chlorine, artificial scents, phosphates
COTTON CLOTHING & BEDDING	organic	synthetic dyes; chemically treated
HOUSEHOLD CLEANERS	those with complete ingredient lists	chlorine, ammonia, artificial scents, phosphates

PREGNANCY

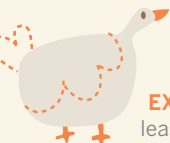
BREASTFEEDING & 1ST FOODS

BABY CARE

BABY LIFESTYLE

Prenatal TOP PRIORITIES:

Health & Safety for Mom & Baby



EXERCISE

at least 30 minutes a day, recommends

The American College of Obstetricians and Gynecologists. Benefits include: relieving back pain, constipation, swelling and bloating; improving mood, posture and energy; encouraging better sleep, muscle tone and strength. Ask your practitioner which exercises are best for you.

YOGA can provide multiple benefits at the same time: exercise, relaxation, strengthening, stretching and preparation for later pregnancy, labor and childcare. Always do your research and consult experts on which poses are okay for each stage of pregnancy.

MASSAGE is not only an opportunity to pamper yourself when you need it more than ever, but may also promote a positive mood and comfortable, relaxed muscles and joints.

BODY CARE (skin, hair and oral products) can contain harsh ingredients that may not be the best for the child inside you. What you put on your body can be absorbed *into* your body. Choose body care with a high percentage of natural ingredients, avoid synthetic scents and dilute products containing 100% pure essential oils in equal parts with unscented varieties. Look for our Premium Body Care™ label for the safest choices available!


EXPERTS
SAY...

DURING PREGNANCY CONNECTIVE TISSUE IS SOFTER THAN USUAL *due to the hormone relaxin (which relaxes the uterus), so be careful about overdoing it when stretching in any type of exercise.*


EXPERTS
SAY...

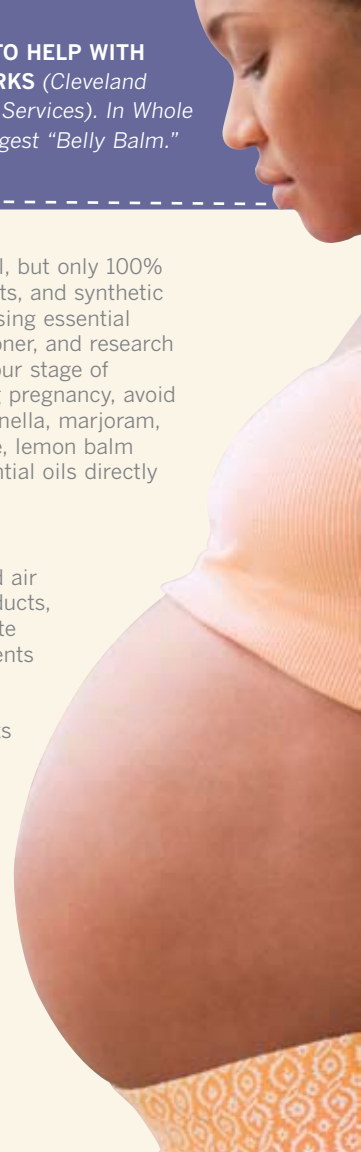
USE LOTION TO HELP WITH STRETCH MARKS *(Cleveland Clinic Birthing Services). In Whole Body™ we suggest "Belly Balm."*

AROMATHERAPY may be helpful, but only 100% pure essential oils provide benefits, and synthetic scents may be harmful. Before using essential oils, always consult your practitioner, and research varieties and usage specific to your stage of motherhood. For example, during pregnancy, avoid essential oils of cedarwood, citronella, marjoram, myrrh, rosemary, rose, clary sage, lemon balm and peppermint. Never use essential oils directly on skin.

HOME ENVIRONMENT

Household cleaning products and air fresheners, lawn and garden products, paints, glues, new carpet, cigarette smoke. To play it safe, some parents choose to reduce their exposure to potentially harmful chemicals present in many of these products when the endocrine system is vulnerable and major organ systems are developing. This can be especially important during the first trimester. But don't stop there!

Why expose your child—or yourself—to these things at any age when there are plenty of safer alternatives?



Welcome Baby!

The moment a child comes into the world is awe inspiring. Make it as comfortable and soothing as possible using natural products, including aromatherapy. Use non-petroleum, naturally scented candles or inhale essential oils from a tissue, your pillow or a diffuser.

During & following labor, 100% pure essential oils of...

- Rose or ylang ylang may inspire strength.
- Grapefruit, sweet orange or peppermint may promote relaxation and focus.
- Mandarin, bergamot, lavender or clary sage may support a positive mood.

Baby's FIRST BLANKET? ORGANIC, OF COURSE.

Conventional cotton crops use more pesticides than any other crop, about 10% of all pesticides used in the world each year. Organic cotton is just as important as organic food.



ABOUT BREASTFEEDING

BREAST MILK IS THE BEST & MOST NATURAL FOOD FOR BABIES.

*The American Academy of Pediatrics recommends breastfeeding begin immediately after birth and continue for at least one year, with exclusive breastfeeding the first six months.**

*
EXPERTS
SAY...

THE BENEFITS

- Breast milk is perfectly designed—and constantly changing—for baby's developmental needs.
- It contains antibodies for baby and hormones to help the uterus contract after birth.
- It is better digested, with less gas, constipation and eating problems than formula.
- Breastfeeding is more convenient, less expensive and helps bond mother and child.
- It promotes the mother's return to a healthy weight.

Find more tips online at www.cdc.gov/breastfeeding.

TIPS & CONCERNS

- Trouble getting started is very common. Stick with it. It gets easier!
- Find a lactation consultant—perhaps even set an appointment—before birth.
- Remember to drink more water, and eat plenty of nutritious foods.
- Ask your practitioner about natural products that may support milk supply.
- Use natural deodorant because underarm tissue is close to breast tissue.
- Natural creams can help soothe sore nipples.

**For those who need to supplement or cannot breastfeed for various reasons, natural formula is available in our stores.*



A Bundle of Joy... & NEEDS

BASIC NATURAL BABY CARE

BABY BODY CARE

Natural really does matter! Baby skin is very sensitive and is still developing while it begins to do its jobs: regulate body temperature, hydrate and protect. Artificial colors, preservatives and scents may diminish skin's effectiveness and cause irritation that is not always visible. Fortunately, there are baby lotions, oils, powders, wipes and washes without those ingredients.

DIAPERS, DIAPERS, CHOICES, CHOICES

While the options seem endless, the only *wrong* choice for diapers is conventional disposables (hard on baby, hard on the Earth). Natural brands—vs. conventional—are free of chlorine bleaching, synthetic fragrances and often made from recycled material. Beyond that, the *right* choice depends on what works best for you because each more eco-friendly style has its pros and cons. From disposables to reusable covers with flushable or disposable liners, to non-disposable cloth diapers, there are varying opinions regarding the effects on water use, energy consumption and landfill space.



THE VERY BEST FOR BABY

In Whole Body™ we evaluate every product to determine those that meet tougher standards than ever for results, quality of source, environmental impact and safety. Those that pass the test we label Premium Body Care™. We're very careful about where we put the symbol for those who are very careful about what they put on their bodies—and their babies.

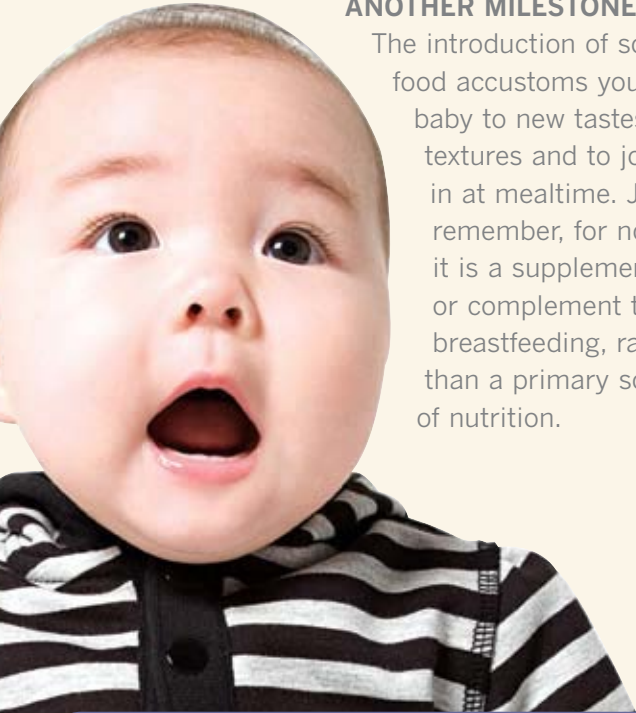
WE'RE LOOKING OUT FOR

You & Yours

In 2006, Whole Foods Market® was the first retailer to stop selling baby bottles made with BPA or phthalates.



Baby AT THE TABLE

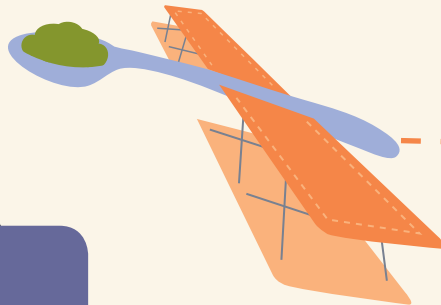


ANOTHER MILESTONE!

The introduction of solid food accustoms your baby to new tastes and textures and to joining in at mealtime. Just remember, for now it is a supplement or complement to breastfeeding, rather than a primary source of nutrition.

10 FIRST FOOD FACTS

- 1 **First foods** usually include pureed vegetables and fruit.
- 2 **Ask your practitioner** about exactly which foods should be given first.
- 3 **Add foods one at a time** to be on the alert for allergies.
- 4 **Stay away from common food allergens**, especially if in family history.
- 5 **Certain types of fish** are not for babies due to high mercury content.
- 6 **Honey** may contain spores that are harmful to infants under one year of age.
- 7 **Junk foods** are nutritionally inferior and decrease appetite for more nutrient-rich foods.
- 8 **Choose organic** to lessen exposure to pesticides and other agricultural chemicals.
- 9 **Avoid hydrogenated fats and artificial ingredients** such as colors, flavors, sweeteners and preservatives.
- 10 **Consider making baby food**—some or all—as it does not have to be difficult or time consuming.



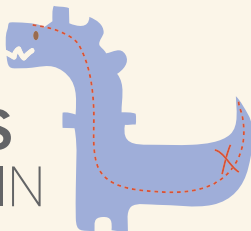

EXPERTS
SAY...

AROUND SIX MONTHS IS THE TIME TO START SOLID FOODS *because baby's mouth and swallowing reflexes are ready.*
(The American Academy of Pediatrics)

Get more baby food tips and food safety information at [cfsan.fda.gov/~pregnant/once.html](https://www.cfsan.fda.gov/~pregnant/once.html) and [wholefoodsmarket.com/wholebaby](https://www.wholefoodsmarket.com/wholebaby).



Whole Baby™ STANDARDS TO BELIEVE IN



- We carefully evaluate each and every product we sell.
- Our body care vendor partners are encouraged to use plant-based and naturally-derived ingredients, pure essential oil fragrances, gentle preservatives and non-petroleum ingredients.
- None of our personal care products have been tested on animals.
- We are committed to high-quality body care products and research-driven dietary supplements with a proven track record.
- We feature supplements that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- Supplements on our shelves are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.

2 Reasons to Shop for Mom & Baby **HERE & NOT THERE**

① At Whole Body™ we're very careful with our selection and your health! It's important to purchase supplements from a trusted source because studies of commercial products have revealed that you may not always get what the label promises.

② Our team members are thoroughly trained and educated about the products we offer. They're not doctors, but they are here to help you and guide you in making the most informed decisions for your needs.

WHOLEFOODSMARKET.COM

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