



# Jean Coutu

Valid from Thursday, April 9 to Wednesday, April 22, 2026



# Welcome baby

## Tips and advice to get ready for baby's arrival

**HUGGIES little snugglers**  
gentle skin protection protection douce pour la peau  
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Huggies® curved & stretchy fit

**HUGGIES snug & dry**  
with 100% blowout & leakproof protection de protection : fuites et débordements  
2x softness la douceur  
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Prenatal Gummies  
Multivitamin with Folic Acid  
Multivitamine avec acide folique  
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Helps reduce the risk of neural tube defects\*  
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1 test

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\*Details in the legal text. / \*Détails dans le texte légal.

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\*Details in the legal text.  
\*Détails dans le texte légal.

## Three essential vitamins and minerals during pregnancy

A pregnant woman's body performs a colossal task: **creating life**. This work requires not only an increased intake of energy, but also of vitamins and minerals.

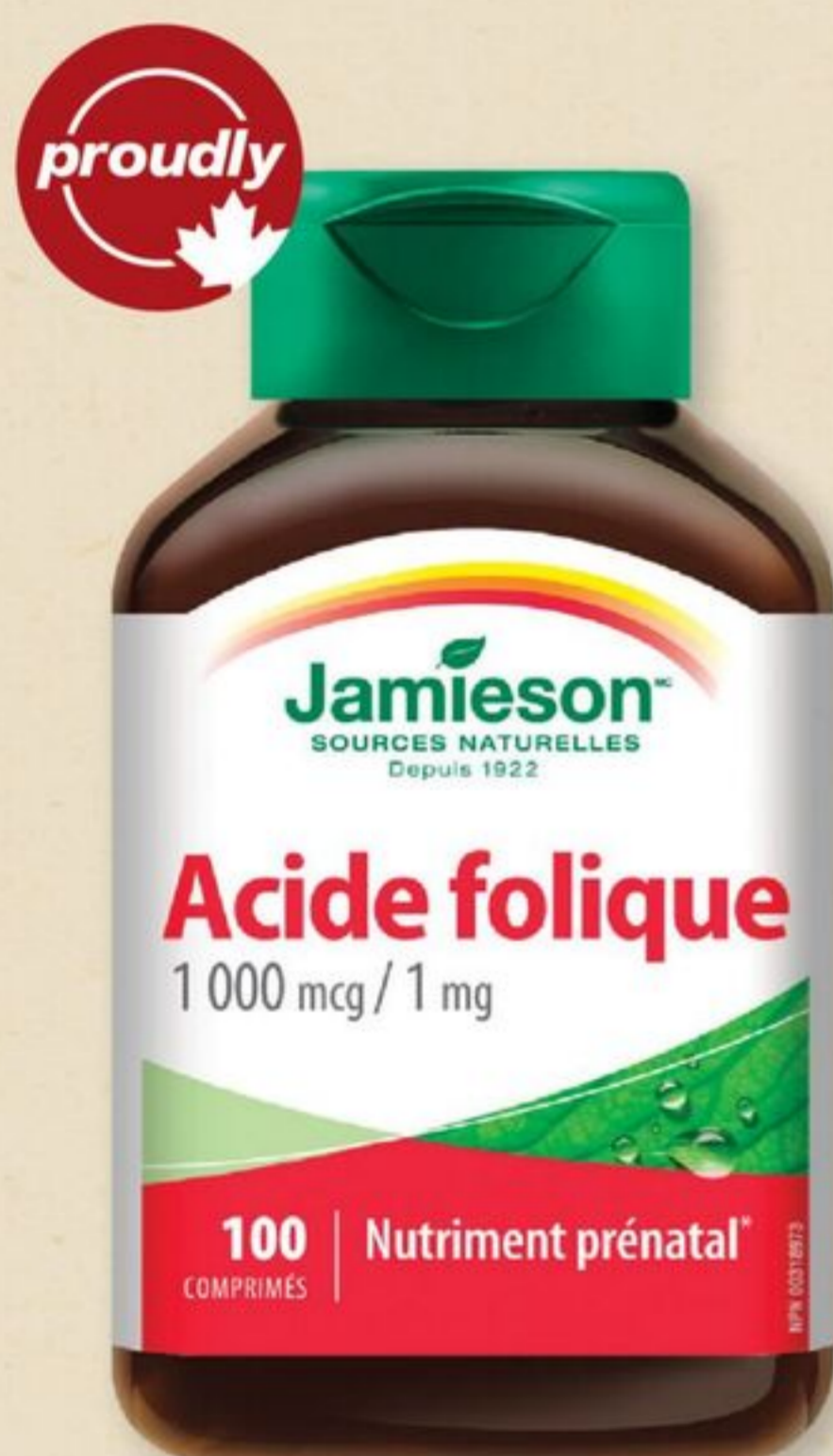
[learn more](#)

- 1. Folic acid**, also known as vitamin B9, contributes to the proper development of a child's brain and nervous system;
- 2. Iron** helps red blood cells carry oxygen to the body's various cells. A mother-to-be needs more: her blood volume increases, and she supplies her baby with iron to build up its own reserves;

**3. Calcium and vitamin D** are essential for the proper development of a baby's bones and teeth.

### How can you be sure you're getting enough?

There are several vitamin and mineral supplements designed for pregnant women. Don't hesitate to ask your pharmacist to help you choose the one that's right for you, and make sure you eat a varied diet every day.



**JAMIESON**  
Folic acid / Acide folique  
1,000 mcg / 1 mg  
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Complete multivitamin and  
multimineral supplement  
Supplément complet de vitamines et  
de minéraux multiples

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ch.

**FOR PRE-CONCEPTION, PREGNANCY & POST-PREGNANCY  
À PRENDRE AVANT LA CONCEPTION,  
PENDANT LA GROSSESSE ET L'ALLAITEMENT**

**\$23.99**



**\$31.99**



## Vitamin supplement and folic acid

[learn more](#)

Folic acid plays an important role in preventing certain abnormalities before and during pregnancy.

Your pharmacist can determine your needs and recommend a vitamin supplement. **Ask your pharmacist!**



**ADVIL**  
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ea.  
ch.



**PEDIALYTE**  
• Freezer pops  
Bâtons glacés, 16  
• Powder sticks  
Bâtons de poudre, 6 x 17 g  
• Liquid / Liquide, 1 L  
• Packets / Sachets, 8 x 8.5 g

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to  
à  
ea.  
ch.

## Cold and fever in infants

Baby has a  
stuffy nose...



How to provide relief?



Congestion can not only make baby uncomfortable, but also prevent him from sleeping and feeding properly.

### How can I relieve a stuffy nose?

Over-the-counter nasal congestion medications are not suitable for little ones. Here are two options to help your baby:

1. **Cleanse the nose with a saline solution in drop form.** You can prepare a home-made formula following a very strict recipe, or purchase a product at the pharmacy;
2. **Aspirate nasal secretions with a bulb or nasal aspirator.** Your pharmacist can help you find and use the right tool for your child's age.

### Other good practices:

- Offer your child milk or water often to make sure he stays well hydrated;
- Comfort him with what he loves: rocking, soft songs, sleeping in Mom or Dad's arms, etc.

learn more

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To be sure this product is right for you, always read and follow the label. \* TM see www.bayer.ca  
Pour savoir si ce produit vous convient, lisez toujours l'étiquette et suivez le mode d'emploi. \* MC voir www.bayer.ca



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**Personnelle**  
Wipes with saline solution  
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Pack of / Emballage de 30

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**BRAUN**  
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Aspirateur nasal

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Selected humidifiers  
Humidificateurs  
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**Personnelle**  
Nasal aspirator  
Aspirateur nasal

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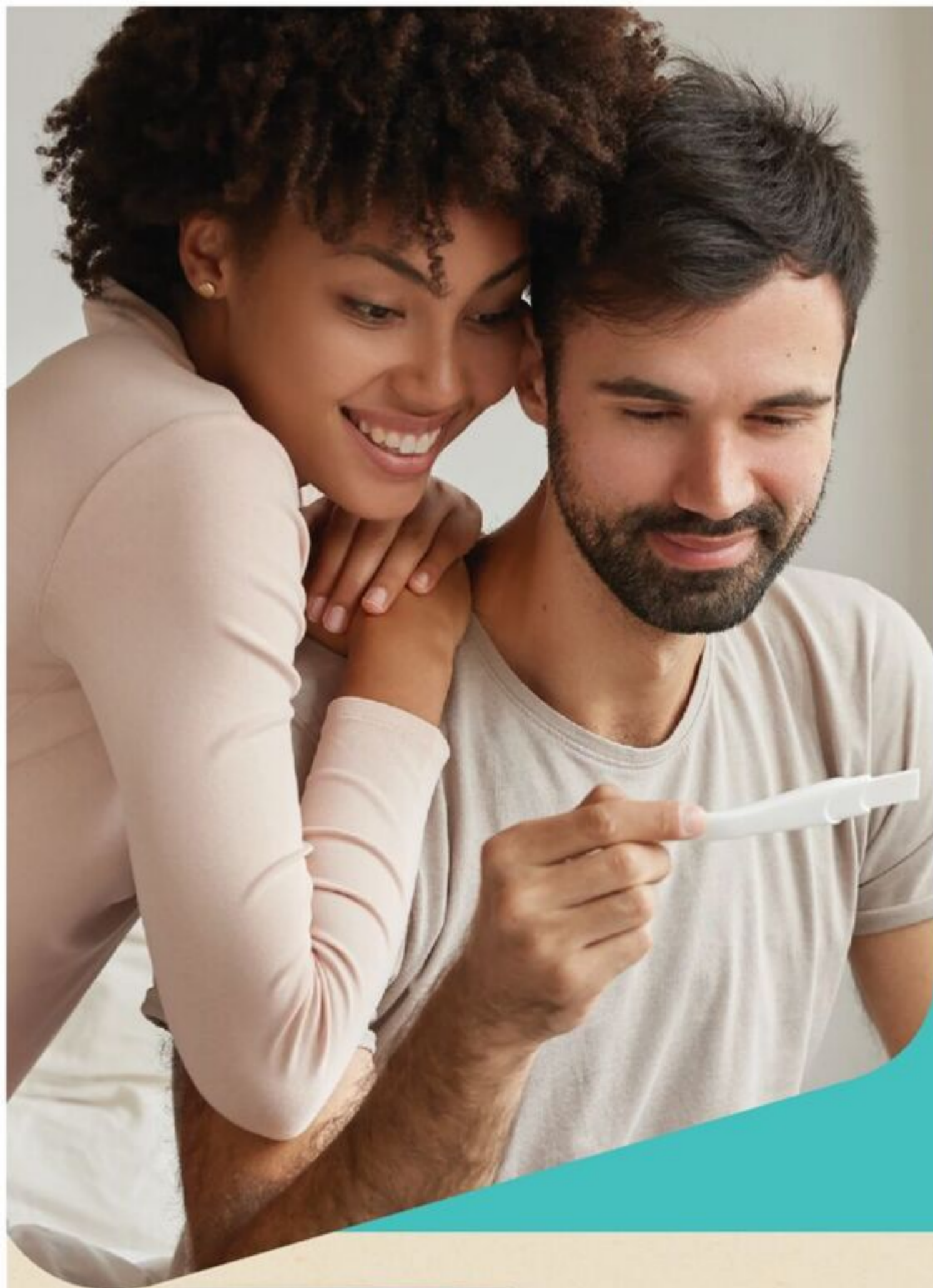


**Personnelle**

Onguent  
effet vapeur pour  
bébé  
CONTIENT DES FRAGRANCES  
D'EUCALYPTUS, DE ROMARIN  
ET DE LAVANDE  
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APAISANT

Vapourizing  
cold rub  
Onguent effet  
vapeur  
57 ml

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ea.  
ch.



# Pregnancy planning

## Fertility: questions and answers

You want to have a baby? Here's what you need to know.

[learn more](#)

### What is a woman's optimal fertile period?

This period is between the ages of 18 and 30, and the odds of getting pregnant are around 20% each month.

### How can I determine the most fertile days?

Several methods are available, including:

- Keep a menstrual calendar - assuming ovulation occurs about 14 days before the start of the next period for a 28-day cycle;
- Take your temperature every day. Body temperature rises after ovulation, indicating a 24-hour period conducive to conception;
- Use a urine test or fertility monitor, which detect the key hormones that signal ovulation.

### When should fertility treatment be considered?

As a general rule, couples are advised to consult their doctor if there has been no pregnancy after one year of regular intercourse without contraception. Your pharmacist can advise you on the options available.



**PRE-SEED**  
Lubrifiant / Lubrifiant  
40 ml

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**Personnelle**

Ovulation tests  
Tests d'ovulation  
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**29<sup>99</sup> to 34<sup>99</sup>**  
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**OVRY**  
Male fertility test  
Test de fertilité masculine

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**VITALINE**  
Selected products  
Produits sélectionnés

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Huile d'amande douce  
500 ml

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Virtually pain-free fingerstick...  
yes please!

Checking your blood sugar is virtually pain-free with the OneTouch® Delica® Plus lancing device.



More depth control with 13 depth settings.\*

Fine (30G) and Extra Fine (33G) lancets are silicone-coated for smooth lancing.

Scan this QR code for your free meter offer or ask your pharmacist for a FREE† OneTouch Verio® branded meter



with the purchase of your first box of 100 OneTouch Verio® test strips

Des piqûres au bout du doigt pratiquement indolores... oui, s'il vous plaît!

Les tests effectués avec le stylo autopiqueur OneTouch® Delica® Plus pour vérifier votre glycémie sont pratiquement indolores.

13 réglages de la profondeur pour plus de contrôle\*.

Les lancettes fines (30G) et extra fines (33G) sont recouvertes de silicone pour des prélèvements en douceur.

Balayez ce code QR pour obtenir votre offre de lecteur gratuit ou consultez votre pharmacien pour obtenir un lecteur de marque OneTouch Verio® GRATUIT†

à l'achat de votre première boîte de 100 bandelettes de test OneTouch Verio®.

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\* Compared to the OneTouch® Delica® system. / Comparativement au stylo autopiqueur OneTouch® Delica®.

† Offer not valid for existing OneTouch Verio® brand users. / Cette offre ne s'adresse pas aux personnes qui utilisent déjà un lecteur de marque OneTouch Verio®.

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## Pregnancy diabetes: what is it?

Affecting 3 to 20% of pregnant women in Canada, pregnancy diabetes (or gestational diabetes) is a condition marked by high blood sugar (hyperglycemia) that occurs only during pregnancy and usually resolves after childbirth.

### What are the most common symptoms?

- Frequent urges to urinate;
- Blurred vision;
- Persistent thirst;
- Increased fatigue.
- Increased appetite;

### Risks of gestational diabetes

Untreated hyperglycemia in pregnant women can lead to adverse consequences.

#### For the mother:

- Vision problems;
- High blood pressure;
- A risk of developing type 2 diabetes.

#### For the unborn baby:

- Intrauterine growth retardation;
- Heart problems;
- Delayed lung development;
- Premature birth.

### How to treat pregnancy diabetes?

The key is proper blood sugar control to minimize the effects of gestational diabetes through a suitable diet and regular physical activity. Medication may also be necessary to achieve glycemic balance.

**Never take gestational diabetes lightly. Consult your doctor or pharmacist for proper monitoring!**

[learn more](#)

## Constipation in pregnant women: explanations and solutions

It is estimated that around **40%** of pregnant women suffer from constipation at some point during their pregnancy.

### Solutions

Adopting certain habits can really help reduce symptoms.

- Eat more fibre-rich foods (apples, dates, raw carrots, broccolis, legumes, nuts, whole-grain breads, etc.);
- Exercise regularly, adapting the intensity to your abilities;
- Drink plenty of water;
- Don't hold back if you feel the urge to go;

### Treatments

Several medications are safe and effective in relieving constipation in pregnant women. Your pharmacist will be able to tell you which product is best for you (and your baby), and the best way to use it.

[learn more](#)



**Personnelle**

Stool softener  
Émollient fécal  
Capsules, 200

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ea.  
ch.



**Personnelle**

Glycerin suppositories  
Suppositoires à la glycérine  
48

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ch.



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Selected ointments,  
suppositories and wipes  
Lingettes, onguents  
ou suppositoires  
sélectionnés

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**Personnelle**

Inflatable cushion  
Coussin gonflable

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ea.  
ch.



**Personnelle**

Sitz bath / Bain de siège

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ea.  
ch.

## Preventing and treating hemorrhoids during pregnancy

[learn more](#)

Approximately 25-35% of women will experience hemorrhoids during pregnancy or after childbirth. Here's what you need to know to minimize the inconvenience!

### What are the main symptoms of hemorrhoids?

- Feeling of discomfort, burning or itching in the rectal/anal area;
- Pain during bowel movements;
- Blood in stool or toilet;
- Bumps in the anus area.

### What can I do to prevent hemorrhoids?

- Prevent constipation by drinking plenty of water and getting sufficient fibre;
- Avoid straining when having a bowel movement, or sitting on the toilet for too long;
- Do Kegel exercises to strengthen the pelvic muscles;
- Take sitz baths two to four times a day.

### How to relieve them?

A number of medications can be taken orally or applied to the affected area. Ask your pharmacist for advice on making the right choice.

# Infant's health

## Vitamin D, essential for baby

learn more

Vitamin D plays a key role in development and growth.

How can you make sure your baby gets enough vitamin D?

The body manufactures vitamin D when exposed to sunlight. But babies' skin needs to be kept as far away from the rays as possible. This requires:

- **Taking prenatal multivitamins every day during pregnancy.** These supplements contain enough vitamin D to meet your needs and those of your baby.
- **Giving your newborn vitamin D supplements if you breastfeed.** Commercial infant formulas contain enough vitamin D to meet your baby's needs.



**ORAJEL**  
Selected baby  
care products  
Produits  
pour bébé  
sélectionnés

**7<sup>99</sup>**  
ea.  
ch.



**KOLIK**  
• Drops / Gouttes, 60 ml  
• Liquid / Liquide, 150 ml

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**DDROPS**  
Selected vitamin D  
and probiotics  
Vitamines D ou  
probiotiques sélectionnés  
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ch.

**CULTURELLE Bébé**  
Probiotics / Probiotiques  
Calm + colic  
Calme + colique  
Drops / Gouttes, 8 ml  
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**BIOGAIA**  
Assorted products  
Produits au choix  
**25% OFF**  
DE  
RABAIS

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Selected baby products  
Produits pour bébé sélectionnés  
**9<sup>99</sup>**  
ea.  
ch.



## Preventing and treating diaper rash

[learn more](#)

### What is diaper rash?

It is an irritation of the skin under the diaper, causing redness, itching or a burning sensation.

### What causes it?

Several factors come into play, including:

- Moisture build-up under the diaper;
- Contact with urine and feces;
- The friction of the skin against the diaper.

### How is diaper rash treated?

Start by applying a product containing 25 to 40% zinc oxide to protect the skin and prevent friction.

### What measures can help prevent this problem?

- Change the diaper at least every two to three hours;
- Avoid diapers that are too tight;
- Dry the skin well before putting on a new diaper;
- Use a mild, alcohol- and fragrance-free cleanser;
- Apply a protective ointment at each diaper change.

Ask your pharmacist for more information about diaper rash.

# Aquaphor®

## Baby / Bébé™/MC

### 25%

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DE RABAIS

Selected  
AQUAPHOR BABY Products  
Sur produits  
AQUAPHOR BÉBÉ sélectionnés



Gentle care for  
baby's sensitive skin  
Soin doux  
pour la peau sensible de bébé

# Zincofax®

## \$8.99



This product may not suit you. Please read and follow the label.  
Ce produit pourrait ne pas vous convenir. Toujours lire l'étiquette et suivre le mode d'emploi.



LA ROCHE-POSAY  
• Anthelios  
• Children SPF 50 / Enfant FPS 50  
Cream / Crème, 200 ml

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LA ROCHE-POSAY Lipikar  
Body balm  
Baume pour le corps, 400 ml

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# HUGGIES

Up to 100% blowout & leak protection  
Jusqu'à 100 % de protection contre les fuites et les débordements



Couches sans languette / Tab-free diaper  
taille extensible à 360°  
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**\$22.99**

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Help Support Young  
Quebec Families in Need  
Aidez les  
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**BUY 1 PACK**  
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**ACHETEZ 1**  
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**5 DIAPERS**  
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\*Purchase any Pampers product at Jean Coutu (including training pants, diapers, diaper pants and wipes) between April 1 and May 31, 2026, and Pampers will donate 5 diapers to Centraide Quebec to help Quebec families in need. / \* Achetez un produit Pampers, au choix chez Jean Coutu (y compris les sous-vêtements d'entraînement, les couches, les couches-culottes et les lingettes) entre le 1<sup>er</sup> avril et le 31 mai 2026, et Pampers fera don de 5 couches à Centraide Québec pour aider les familles québécoises dans le besoin.

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Taking care of baby's skin: the right gestures

learn more

A little one's skin is as soft as it is fragile. How do you protect it from dryness and dehydration?

- Keep baby out of the sun for at least 6 months;
- For babies over 6 months, avoid sun exposure as much as possible, and use a sunscreen suited to their fragile skin;
- In winter, make sure your child's skin is protected from the wind and cold by using a barrier cream or protective clothing;
- Avoid dressing the baby too warmly to minimize sweating;
- Choose clothes made from soft fabrics with natural fibres, such as cotton.
- Choose a hypoallergenic, soft, fragrance-free laundry detergent.

**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE



**20% OFF** DE RABAIS  
ON YOUR MOM AND  
BABY ROUTINE\*  
SUR VOTRE ROUTINE  
MAMAN ET BÉBÉ\*

SKIN IS GENTLY  
CLEANSED : 100% <sup>(1)</sup>

100% NETTOIE EN  
DOUCEUR <sup>(1)</sup>

\* (1) Usage test on 20 children aged 3 to 36 months, with dry skin, for 14 days. / Test d'usage sous contrôle pédiatrique pendant 14 jours sur 20 bébés âgés de 3 à 36 mois et présentant une peau sèche.

coupon  
**10X**  
the points



when I spend  
\$20 or more on  
baby products\*

les points à l'achat  
de 20 \$ ou plus de  
produits pour bébé\*

\*Details in the legal text. / Détails dans le texte légal.

**ATTITUDE**  
baby leaves

Clean formulas for  
your little ones.

Formules saines pour  
vos tout-petits.

**20%**  
OFF\*  
de rabais



\*on selected hair and body products

\*sur les produits capillaires et pour le corps sélectionnés

**Desitin. Johnson's® PENATEN®**

Take care of baby's delicate skin  
Prenez soin de la peau  
délicate de bébé

**15% off**  
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Select products  
Produits sélectionnés



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**N°1** MARQUE DE SOINS HYDRATANTS  
RECOMMANDÉE PAR LES  
DERMATOLOGUES CANADIENS\*  
DERMATOLOGIST  
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BRAND IN CANADA\*



**CeraVe®**  
DEVELOPED WITH DERMATOLOGISTS  
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on your CeraVe baby products  
sur votre routine CeraVe bébé

IQVIA, ProVoice Q2 2024 - Q1 2025. / \* IQVIA, ProVoice T2 2024 - T1 2025.

**#1 Pediatrician Recommended  
Baby Detergent Brand**  
La marque de détergent à lessive  
pour bébé la plus recommandée  
par les pédiatres

**3-IN-1 FORMULA  
FORMULE 3 EN 1**



**GENTLE  
ON SKIN  
DOUX POUR  
LA PEAU**



**FIGHTS  
STAINS  
COMBAT LES  
TACHES**



**FIGHTS  
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**FOR ALL  
STAGES OF  
CHILDHOOD  
POUR TOUTES  
LES ÉTAPES DE  
L'ENFANCE**



**21.99**

Ivory Snow  
Selected products  
Ivory Neige  
Produits sélectionnés

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# Health of the new mother

## What is mastitis?

[learn more](#)

Mastitis is an inflammation of the breasts, which may or may not be infectious, and can affect nursing mothers. It most commonly appears in the six weeks following childbirth.

### What are the most common symptoms of mastitis?

- Hardness, redness or swelling of any part of the breast;
- Breast tenderness or pain;
- Feeling of warmth in the breast;
- Nipple discharge;
- Fever, chills and muscle aches.

### How is mastitis treated?

If it's infectious, you may be prescribed an antibiotic. You can also take an analgesic if you experience pain.

### What more can you do?

- Try to continue breastfeeding, and review your technique with a specialist;
- Breastfeed more often, trying to vary the position;
- Gently massage the affected breast while breastfeeding;
- Apply warm compresses to the breast before each feed, and cold compresses between feeds.

Please ask your pharmacist for further advice.

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HPA® Lanolin  
Lanoline HPA®



Stay Dry  
Nursing Pads  
Coussinets  
d'allaitement  
Stay Dry



Organic Nipple Balm  
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pour les mamelons

# Similac 360 Total Care™ MC



NEW  
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Unique blend of 5 oligosaccharides† — representing  
5 of the most abundant oligosaccharides  
found in breast milk

Mélange unique de 5 oligosaccharides† —  
représentant 5 des oligosaccharides les plus  
abondants dans le lait maternel

**\$39.99**

24 x 59 mL

584 g

**\$30.99**

6 x 235 mL



† 5-oligosaccharide blend. / Mélange de 5 oligosaccharides.  
‡ Not derived from human milk. Ne proviennent pas de lait humain.

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Abbott



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ENFAMIL A+® NeuroPro  
Tub 587 g

ENFAMIL A+® NeuroPro Gentlelease  
Tub 553 g

Our closest formula  
to breast milk ever\*  
Notre préparation  
se rapprochant le plus  
du lait maternel à ce jour\*

\*Breastfeeding is best for babies

\* L'allaitement est ce qu'il y a de mieux pour les nourrissons

## Milk allergy in babies



Milk is one of the ten most frequent allergens in Canada. Symptoms of milk (bovine protein) allergy generally appear in babies in the first few months of life.

The allergy may manifest itself as:

- Refusal to drink;
- Frequent crying;
- Irritability;
- Diarrhea or constipation;
- Stomach aches and gas;
- Acid reflux.

In most cases, this allergy will tend to disappear as the child approaches the age of 3 or 4.

Whether you're breastfeeding or offering formula, contact your doctor if you suspect a milk allergy in your child.

# Baby Mum-Mum

# 2<sup>99</sup> ea. ch.

No artificial ingredients or preservatives  
Sans ingrédients artificiels, sans agent de conservation



# munchkin

it's the little things | rien que de l'amour

# 15% OFF DE RABAIS



learn more

## Five myths and facts about breastfeeding

1. Breastfeeding involves a number of dietary restrictions.  
**False.** It's important for nursing mothers to eat a balanced diet.
2. Breast size affects milk production.  
**False.** Women with smaller breasts will be able to produce as much milk as those with larger ones.
3. Most women don't produce enough milk.  
**False.** Milk production responds to the baby's needs; the more the baby demands, the more the mother produces.
4. Breast-fed babies need other milks from the age of six months.  
**False.** Breast milk provides all the same nutrients as other milk, except for vitamin D. For this reason, a supplement is important while you are breastfeeding.
5. Premature babies cannot be breastfed.  
**False.** Premature babies may be able to breastfeed a little, depending on the number of weeks they've been in the womb.



**PEDIASURE Complete**  
Nutritional supplement for children  
Supplément nutritionnel pour enfant  
4 x 235 ml  
**8<sup>99</sup>** per pack Emb.

# BOOST Kids-Enfants

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for/pour  
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Nutritional Supplement for Kids!  
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per 237ml \*\* BOOST Kids Essentials Strawberry Banana & Tropical  
par 237ml \*\* BOOST enfants essentiels aux fruits fraise et banane et tropical

# Soft care for baby

## 5 great bathtime habits to adopt

Children have delicate, sensitive, fragile skin that needs a special bathing routine and adapted skin-care products.

- 1. Verify the temperature of the water to ensure it's not too hot.** Aim for temperatures around 37° C. You can check the temperature with your wrist or elbow before putting baby in the bath.
- 2. Avoid bathing baby every day.** Two or three baths a week is plenty, unless baby gets dirty in between or suffers from eczema. However, it's important to wash the parts that can be dirtiest (genitals, buttocks and hands) on a daily basis.

- 3. Avoid cleaning products with scented soaps,** which are often too strong and can dry out your little one's skin. Instead, choose products recognized for their gentle, protective, moisturizing effects. You don't need to use soap every time you bathe your baby. However, you will need a mild soap to clean his genitals, bottom and hands.

- 4. Be sure to rinse the skin thoroughly** to remove residues and avoid skin irritation and dryness. Then blot the skin with a towel, patting gently rather than rubbing.

- 5. Apply a quality, perfume-free moisturizer.** Reapply throughout the day as needed to maintain adequate hydration.

**Above all, never leave your baby unattended in the bath, even for a few seconds.**



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# Infant's health

## Relieving baby's teething pain

Your baby cries more often, sleeps poorly, has less appetite and chews on everything they find? They are likely in their teething phase! Generally occurring around the age of 6 months, teething can sometimes cause pain and discomfort.

Here are ways to soothe your child while they are teething!

- Offer them a refrigerated teething ring (but avoid freezing it to prevent injuries).
- Gently massage their gums with a soft-bristled toothbrush or a clean finger.
- Give them a clean washcloth soaked in cold water to chew on.
- Use acetaminophen or ibuprofen (**consult your pharmacist to ensure you have the right dosage**).

learn more

Some practices to avoid!

- Avoid teething biscuits as they contain sugar that can promote tooth decay.
- Do not give pieces of fruits/vegetables to chew, which pose a high risk of choking for children under 2 years old.
- Avoid Hazelwood necklaces, whose effectiveness has not been proven and also pose choking risks.
- Teething gels should also be avoided as they can be swallowed by your baby and cause undesirable side effects.

## TIPS

## Managing hair loss after childbirth

Why does hair fall out after childbirth?

This is, in fact, a "catch-up" period. During pregnancy, hormonal changes slow down the hair life cycle. After childbirth, the rhythm returns to normal, resulting in the loss of hair that should have fallen out earlier.

How long does this period of hair loss last?

It usually lasts from **5 to 8 months**. Afterwards, the hair gradually returns to its usual appearance.

What products should I use to slow hair loss?

Choose gentle, moisturizing treatments formulated to strengthen the hair. **Keratin and biotin should be among the ingredients.**

What about vitamin supplements?

Supplements containing **biotin, vitamin D, iron and amino acids** can help hair grow back. Be sure to combine them with a diet rich in vitamins, minerals and proteins.

learn more



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Serum  
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90 ml

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