

# The First 72 Hours

A Gentle Guide to  
Breastfeeding Confidence

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# Welcome, Mama

Breastfeeding is a learned skill—for both you and your baby. It takes time, patience, and practice.

This guide offers gentle, evidence-based support for your first 72 hours. No judgment. No pressure. Just clear information to help you and your baby find your rhythm together.

Every feeding journey is unique. Trust your body. Trust your baby. And know that an IBCLC or healthcare provider is always available when you need personalized guidance.

"Breastfeeding is natural,  
but it is also a learned skill."

HOUR 1

# The Golden Hour

The first hour after birth is called the "Golden Hour." Your baby is most alert and ready to feed during this time.

Skin-to-skin contact helps regulate your baby's temperature, heart rate, and breathing. It also stimulates your body to produce colostrum—your baby's first food.

Colostrum is small in volume but rich in antibodies and nutrients. Your newborn's stomach is only the size of a marble, so small frequent feeds are expected and sufficient.

Sources: CDC, LLLI

## This Is Normal

Your baby may lick, nuzzle, or root before latching. This is instinctive feeding behavior. Let them explore at their own pace.



HOURS 2-24

# Finding Your Rhythm

After the golden hour, your baby may sleep deeply for several hours. This is completely normal.

When they wake, aim to feed every 2-3 hours, watching for early hunger cues: rooting, hand-to-mouth movements, and soft sounds. Crying is a late hunger cue.

Colostrum is still the perfect food. It coats your baby's gut, provides immune protection, and helps pass meconium. A few milliliters per feed is exactly right.

## This Is Normal

Cluster feeding—frequent feeds grouped closely together—is common in the evening. It signals your body to increase supply.



HOURS 24-48

# Your Milk Is Coming

Within 24-48 hours, you may notice your breasts feeling fuller and warmer. This is your milk beginning to transition from colostrum to mature milk.

Your baby may feed more frequently now—8 to 12 times in 24 hours is typical. Each feed signals your body to make more milk. Supply and demand is the foundation of breastfeeding.

Focus on skin-to-skin contact, rest when possible, and stay hydrated. You are doing important work.

## This Is Normal

Breast fullness and tenderness are common as milk transitions. Gentle massage and frequent feeding can help relieve engorgement.



HOURS 48-72

# Building Confidence

By 48-72 hours, your milk is transitioning from colostrum to mature milk. You may notice it changing from golden to white, and your baby having more wet and dirty diapers.

Signs breastfeeding is going well:

- Baby feeding 8-12+ times in 24 hours
- You can hear swallowing during feeds
  - 3-4+ wet diapers by day 3-4
- Baby is content between most feeds
- Weight loss stabilizes (up to 7-10% is normal)

Weight gain typically begins by days 4-5. Your pediatrician will track this at early visits.

## This Is Normal

Feeling emotional or tearful around day 3 is very common. Hormonal shifts are real. Be gentle with yourself—this phase passes.



# Common Myths, Corrected

Myth: Small breasts make less milk. Fact: Breast size does not determine supply.

Myth: You need to wait for milk to "come in." Fact: Colostrum IS your first milk.

Myth: Frequent feeding means low supply. Fact: Frequent feeding builds supply.

Myth: Breastfeeding should hurt. Fact: Some tenderness is common, but pain needs attention.

Myth: Formula is needed if baby cluster feeds. Fact: Cluster feeding is normal and builds supply.

Myth: You should schedule feeds. Fact: Feed on cue—babies know when they are hungry.

"Trust the evidence.  
Trust your body."

# When to Ask for Help

Asking for help is not a sign of failure—it's a sign of strength. Reach out to a lactation consultant or healthcare provider if you notice any of the following:

- Pain during feeding that doesn't improve
- Baby not producing wet/dirty diapers as expected
- Cracked, bleeding, or blistered nipples
- Baby seems unsatisfied after every feed
- Signs of jaundice (yellowing skin or eyes)
- You feel overwhelmed, anxious, or hopeless

**"You deserve support.  
Your baby deserves a supported parent."**



FOR PARTNERS

# How You Can Help

Breastfeeding is a team effort. Partners play a vital role in creating a supportive environment during those first 72 hours.

- Bring water, snacks, and pillows during feeds
- Handle diaper changes so mama can rest
- Protect feeding time from visitors
- Learn hunger cues together
- Offer words of encouragement and patience
- Take on household tasks without being asked

"Your presence is powerful.  
Your support changes everything."



# Liquid Gold Gal

Evidence-based, personalized breastfeeding support  
for the modern parent.

Thank you for trusting me to be part of your journey. Whether you need one-on-one support, a group class, or just someone to answer your questions at 2am—I'm here.

Every drop counts. Every effort matters.  
You are doing an amazing job.

## GET IN TOUCH

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"Fed is best. Supported is better."