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Beniflex Disposable Nurser System advertisement.

[s.l.]: [s.n.], 1962

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for your hospital
and your patients:

**Mead Johnson Laboratories
provides two
disposable nurser programs
to best meet
infant feeding needs**



Mead Johnson
Laboratories

Symbol of service in medicine

Beniflex®

Disposable Nurser System

SECURES THE FULL
SPECTRUM OF HOSPITAL
INFANT FORMULA
NEEDS 24 HOURS-A-DAY

Prompt handling of all needs—Beniflex serves *all* hospital infant feeding requirements around the clock—even during emergencies. It meets the need of normal term infants, prematures, older babies in pediatrics, and infants with special needs (*e.g.* food allergy, diarrhea, postoperative states, etc.). Beniflex nursers can be filled on a moment's notice—from a small filling unit in an area adjacent to the nursery.

Bacteriologically safe—The sterile state of the nurser, the formula and the filling equipment provide a safe level of bacteriological control. A carefully controlled hospital study in which 1345 formula samples were collected, confirms this fact. "The data indicate that the disposable nurser system (Beniflex) provides bacteriological safe formulas."¹

Controlled-flow feeding—For more natural feeding, Beniflex nursers utilize the *non-vented* principle. The plastic nurser *expands* as it is filled—*contracts* as the baby feeds. Troublesome air-swallowing is minimized—no vacuum restricts formula flow. Babies rest or suck as desired, as in breast feeding. Moreover, "It was observed that premature infants with inadequate sucking ability could be fed more easily with the polyvinyl [Beniflex] disposable unit..."²

The Beniflex System has already gained high acceptance. It has been providing excellent service in hundreds of hospitals throughout the country for over a year. In these hospitals, the Beniflex System has fulfilled the function for which it was designed—to provide for all hospital infant feeding needs with a completely disposable system offering greater speed and safety than can be obtained by usual means of formula preparation.

Beniflex includes: Enfamil® infant formula in two dilutions, Lactum® modified milk formula, Sobee® milk-free soya formula, Nutramigen® protein hydrolysate formula, Probana® high protein formula, Sterile water, 5% carbohydrate solution, whole milk and skim milk.

1. Ring, I. R.; Vignee, A. J., and Donovan, D. J.: *Hospital Prog.* 43:78, 1962. 2. Goldman, J.; Littauer, D., and Wessen, A.: *A Sterile Disposable Nurser System for Newborn Babies and Infants*, St. Louis, Washington University Press, 1962.



VARIED
DILUTIONS

A RANGE OF
THERAPEUTIC
FORMULAS

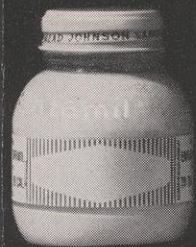
ROUTINE
FORMULAS

STERILE
WATER

CARBOHYDRATE
5% SOLUTION

WHOLE AND
SKIM MILK

COMPLETE
EMERGENCY
READINESS



ROUTINE
FORMULAS



STERILE
WATER



DEXTROSE
MONOHYDRATE
5% SOLUTION

Uses any standard nipple unit—New Nursette Service offers the advantages of a prefilled glass nurser—yet retains all the basic benefits of attaching a threaded nipple unit to a conventional nursing bottle. Just twist off the hermetically sealed cap and attach any standard nipple and collar (40 mm. diameter).

More milk-like in whiteness and consistency—By a unique process, each Nursette unit is exposed to high heat for a short period—with continuous agitation. Result: a glass nurser containing sterile formula with the natural whiteness of whole milk and maximum nutritional value.

Hospital benefits at home—Discharge packs of four 4 oz. Nursette bottles filled with Enfamil 20 cal./fl. oz. are available to ease the mother's first day at home. In addition, patients may be advised that the same formula in 4, 6 and 8 oz. Nursette bottles can be obtained in neighborhood stores—for use whenever extra safety and convenience are needed.

If you would like to see examples of published clinical data on the Beniflex Disposable Nurser System, or learn more about Nursette Disposable Bottle Service, write to Mead Johnson Laboratories—or ask your Mead Johnson representative.

Nursette includes: Enfamil® infant formula 20 cal./oz. (4, 6, 8 oz. sizes); Enfamil 13 cal./oz. (4 oz. size); 5% Glucose in Water (4 oz. size); Sterile water (4 oz. size); Presterilized disposable nipple unit.

*NURSETTE AND BENIFLEX ARE TRADEMARKS OF MEAD JOHNSON & COMPANY
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NEW Nursette*

Disposable Bottle Service

FULFILLS HOSPITAL
ROUTINE FORMULA NEEDS
WITH IMPROVED
GLASS BOTTLE NURSERS



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Laboratories

Symbol of service in medicine