

## Pigeon Launches “Precious Drop” Colostrum Collection Support Device

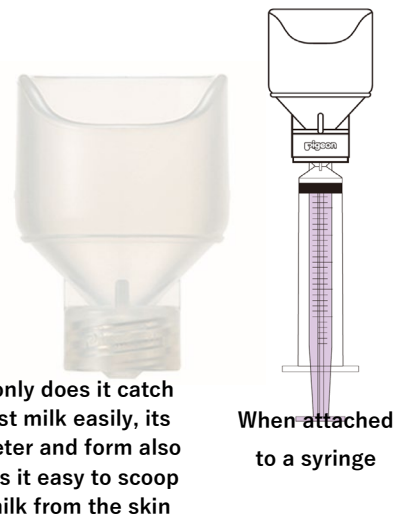
### Device Helps Preterm/Low Birthweight Babies<sup>1</sup> Get More of Their Mothers’ Milk

Brainchild of Midwife Employees Based on Experience with Mothers Who Had Difficulty Collecting Colostrum

Pigeon Corporation (Headquarters: Tokyo; President and CEO: Norimasa Kitazawa) today announced that its “Precious Drop” colostrum collection support device, which helps ensure that preterm and low birthweight babies get as much as possible of their mothers’ precious colostrum, will go on sale to clinics and maternity wards on August 8, 2022. Precious Drop was the brainchild of Pigeon employees with midwifing experience, who saw mother struggle to efficiently collect the very small amounts of colostrum that are expressed.

### Why Colostrum Matters to Preterm and Low Birthweight Babies

The colostrum that is expressed soon after birth is rich in immune substances and, particularly for preterm and other smaller babies, effective for preventing necrotic enteritis. It is also known that stimulating the nipples by nursing or pumping during this period is important for increasing the amount of milk produced. For these reasons, when infants are in a neonatal intensive care unit (NICU) or cannot nurse directly for other reasons, mothers express and collect colostrum for them instead. Support from medical professionals in expressing this milk is an important part of care for mothers in this situation, to ensure that every possible drop of colostrum gets to their babies,.



Not only does it catch breast milk easily, its diameter and form also makes it easy to scoop up milk from the skin

When attached to a syringe

### Challenges of Collecting Colostrum

Mothers who give birth to preterm or low birthweight babies are often unable even to spend time with their babies, let alone nurse them directly, due to infants being taken to the NICU immediately after birth. Suffering mentally and physically from this forced separation, many mothers feel driven to find something they can do for their babies, and strive day and night to express colostrum. At most NICU-equipped hospitals in Japan, colostrum is expressed by hand and collected with a syringe, drop by drop, because the amounts involved are so small,<sup>2</sup> but this method is very difficult for mothers who are not used to it, and in many cases precious colostrum is not collected properly. This can leave mothers discouraged by collecting less colostrum than they had hoped, despite their efforts to do whatever they can for their babies.

### An Easier Way to Collect Every Precious Drop of Colostrum

Precious Drop is a device that connects directly to the syringes used to collect colostrum in hospitals, serving as the “collector” end. It was developed to ensure that every last precious drop of colostrum was collected. Its open mouth is shaped for easier scooping, and its inner angles ensure that all the colostrum trickles down into the syringe

rather than remaining in the device. Additionally, for babies with weakened immune systems in the NICU, Precious Drop is sterilized and disposable, making it hygienic and easy for hospitals to handle.

Pigeon is now working to make this product broadly available in hospitals, to reduce the burden on mothers collecting colostrum and contribute to the healthy development of preterm and low birthweight babies.

1. Preterm: Babies born before 37 weeks of pregnancy. Low birthweight: Babies born weighing less than 2,500 g.
2. In a 2021 interview survey of maternity wards with NICU facilities, 100% of respondents used this method (n=27)

## Precious Drop Product Features

### 1. Wide mouth optimized for collecting small amounts of breast milk

Precious Drop's mouth is designed with sufficient diameter to make catching breast milk easy. To increase the area that makes contact with the skin, the side that touches the breast has a flattened line, making it easy to scoop up droplets of colostrum. The opposite side of the mouth has an indentation for extra visibility.

Precious Drop's thick, round lines of are also comfortable against the skin.



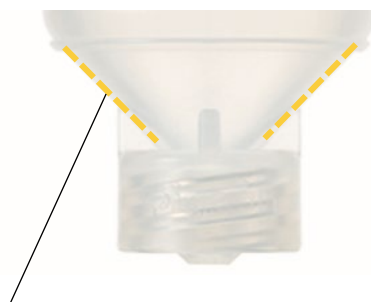
Flat line to widen the scooping surface that makes contact



Indentation to preserve line-of-sight while collecting colostrum

### 2. Inner design minimizes colostrum remaining in device

The inner angles of Precious Drop ensure that every drop of colostrum collected trickles down into the syringe to be fed to baby later, leaving none in the device.



Inner angles to prevent colostrum remaining in device

### 3. Individual packaging in sterilized bags suitable for front-line health care, can attach to enteral feeding syringes

Precious Drop is designed with a front-line health care perspective in mind, including the need to prevent transmission of pathogens. Each device comes individually wrapped, electrically sterilized, and is fully disposable. Precious Drop can be attached to enteral feeding syringes (ISO80369-3 compatible), which are widely used for collecting colostrum in clinical settings.

## Precious Drop Product Overview

Note: As this product is for maternity clinics, it is not sold through regular baby stores or drugstores.

Product name	Precious Drop
Price (pack of 20, tax-inclusive)	3,520 JPY (price excluding tax: 3,200 JPY)
Customers	Sold only to maternity clinics (perinatal centers, etc.)
Release date	August 8, 2022
URL	<a href="https://ai.pigeon.co.jp/products/item-130.html">https://ai.pigeon.co.jp/products/item-130.html</a> (Site for medical professionals)

## Comments from Testers (Partial Extracts)

### • Mothers who used Precious Drop

- It was easy to remove the air from the syringe and the device caught my milk well. It was very convenient and I am glad I used it.
- The device's mouth is wide and it does not hurt when it touches the skin, so it felt very easy to collect colostrum
- I was able to express milk with less anxiety about spilling any. The difficulty of collecting milk with the syringe directly, or in a cup before drawing it into the syringe, was lessened.

### • Medical professionals who used Precious Drop

- This support device looks like it would be useful for colostrum that has increased to 1 ml or more, or smoothly flowing breastmilk.
- When mothers express their own breast milk, the support device was kinder to their skin than the syringe, and I feel that it allowed mothers to collect milk without spilling any.

## About the Pigeon Tiny Birth Cry Support Project

Many babies are born in need of specialist care, whether because they are preterm, low birthweight, require treatment for a medical condition, or for some other reason. The Pigeon Tiny Birth Cry Support Project works in countries around the world to support the healthy development of these babies and bring peace of mind and happiness to their families.

As part of this project, since 2020 Pigeon has worked continuously to raise awareness of and support for human milk banking in society, including supporting the establishment of the Nihonbashi Human Milk Bank.

Pigeon will continue engaging in support activities and sharing information with society both inside and outside Japan for the sake of babies needing specialist care and their families.

●Tiny Birth Cry Support Project:

<https://www.pigeon.co.jp/csr/tinycry/>

