

# NEW STUDY FINDS BREAST MILK SOLD ONLINE MAY NOT BE HEALTHY FOR BABY



Researchers at Nationwide Children's Hospital find breast milk for sale online may contain cow's milk

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*Nationwide Children's Hospital*

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<b>SUGGESTED TEASE</b>	AN ONLINE TREND IS DECEIVING WELL-MEANING MOMS INTO THINKING THEY'RE GETTING A SAFE PRODUCT FOR THEIR BABIES.
<b>ANCHOR LEAD</b>	RESEARCHERS PREVIOUSLY FOUND BREAST MILK BOUGHT ONLINE WAS HIGHLY CONTAMINATED WITH BACTERIA. NOW, AN UPDATE ON THAT STUDY - IT MIGHT NOT EVEN BE BREAST MILK AT ALL.
	(Nats - Research)
Shots of testing breast milk  Shots of online breast milk search	PEDIATRICIANS SAY BREAST MILK IS HEALTHIEST FOR INFANTS. SO TO GET ENOUGH, SOME MOTHERS ARE GOING AS FAR AS BUYING BREAST MILK ON THE INTERNET. RESEARCHERS AT NATIONWIDE CHILDREN'S HOSPITAL ESTIMATE THERE ARE MORE THAN 55-THOUSAND PEOPLE PURCHASING OR SHARING BREAST MILK ONLINE.
<b>CG: Sarah Keim, PhD Nationwide Children's Hospital</b>  Shots of cow's milk	"It's really hard to know what you are getting and whether the person on the other end of that email or Facebook conversation is really who you think they are."  "We found that one in ten samples of milk that we purchased online had high levels of cow's milk or infant formula added to it."
<b>CG: Sarah Keim, PhD (previously CG'd above)</b> Cover half with shots of adding cow's milk	"When people are selling their milk online they may have an incentive financially to top off their milk with cow's milk or baby formula to increase the volume and make more money."
Shots of mother feeding baby	THAT CAN BE DANGEROUS FOR MOMS WHO ARE TURNING TO BREAST MILK ONLINE BECAUSE THEIR BABY HAS A DAIRY ALLERGY.
<b>CG: Sarah Keim, PhD (previously CG'd above)</b>	"They can have a serious allergic reaction or have a lot of gastrointestinal illness when they drink cow's milk."

Shots of testing breast milk	“I think it’s really buyer beware. You don’t know what’s in the milk that you are purchasing and I think it’s clear from the series of studies we’ve conducted that milk purchased on the internet is not safe for babies.”
Shots of mother feeding her child	RESEARCHERS RECOMMEND MOMS TALK TO THEIR PEDIATRICIAN TO DECIDE WHAT FEEDING PLAN IS BEST.
<b>CG: Sarah Keim, PhD (previously CG’d above)</b>	“Every baby is different. And I think it’s really important for parents to work closely with their pediatrician to consider the babies health.”
Shots of mother feeding her child	AT NATIONWIDE CHILDREN’S HOSPITAL, THIS IS CLARK POWELL REPORTING.
<b>ANCHOR TAG</b>	NOT ONLY DID THE INVESTIGATORS FIND MANY WOMEN SELLING BREAST MILK ON THE INTERNET WERE NOT OFFERING THE REAL DEAL, THEY WERE ALSO VAGUE ABOUT THEIR HEALTH. OF THE SAMPLES ANALYZED, FOUR WERE FOUND TO CONTAIN NICOTINE AND COTININE (COH-TEH-NIN), COMPOUNDS WHICH INDICATES THE MILK CAME FROM A PERSON WHO HAS BEEN EXPOSED TO CIGARETTE SMOKE . ANOTHER REASON RESEARCHERS ARE SAYING, BUYER BEWARE.
 <b>Share it! Suggested tweet:</b>	Looking to buy breast milk online? Researchers <a href="#">@nationwidekids</a> warn mothers that the milk may contain harmful agents:
 <b>Suggested post:</b>	Looking to buy breast milk online? Researchers at Nationwide Children’s Hospital warn mothers that the milk may contain harmful agents:
	<b>Extra Bites</b>
<b>CG: Sarah Keim, PhD Nationwide Children’s Hospital</b>	<p><i>Keim talks sellers financial incentives</i> The level of cow’s milk were high enough that we don’t think it was just an accident. When people are selling their milk online they may have an incentive financially to top off their milk with cow’s milk or baby formula to increase the volume and make more money.</p> <p><i>Keim talks about “topping off”</i> When milk is sold online money is involved. And when money’s involved sellers may have an incentive to boost the volume of milk that they sell. So they might top off their milk with a little cow’s milk or baby formula to increase the volume.</p> <p><i>Keim talks about buying milk online</i> We went online at looked at advertisements women had posted where they were selling their milk, we bought this milk anonymously and had it shipped to our laboratory here where we ran many tests on it and looked at it very carefully.</p> <p><i>Keim talks about the growth of online breast milk sales</i> We reported a couple of years ago that we thought at least eleven thousand women were sharing, selling, buying milk online. But recently we looked at that again and now we estimate it’s well over</p>

	fifty five thousand individuals or are participating in this online exchange of human milk.
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