

**Who is Lansinoh® Lanolin Nipple Cream Recommended for?**

The Lanolin Nipple Cream is intended for breastfeeding moms experiencing nipple soreness. It can also be used during pregnancy to ease dryness and maintain soft, supple skin. Lanolin is also great for dry lips, elbows, heels, and more.

**How should the Lanolin Nipple Cream be stored when not in use.**

Store the Lansinoh® Lanolin Nipple Cream with the cap on, in a dry place at room temperature when not in use.

**Where can the Lanolin Nipple Cream be purchased?**

The Lanolin Nipple Cream is currently available in stores nationally where mom and baby products are sold. It's also available through a wide variety of online retailers including Amazon.com, Target.com and Lansinoh.com.

**Where is the expiration date on the Lanolin tube?**

The expiration date can be found at the top of the tube, on the back, where the crimp is. It will say 'EXP' followed by the month and then the year.

**Is a Lanolin Nipple Cream stain removable from clothing or bedding? What works best to remove the stain?**

The best thing to do is to treat the Lanolin stain like a grease stain prior to washing. If the item has already been washed and dried, it will be more difficult to remove the stain. Since lanolin is an organic ester; the stain will eventually come out, but it may take a special effort. First, spot treat the stain; it is recommended to use a grease-fighting dishwashing liquid (like Dawn), as this has shown to be quite effective for removing the stains. Next, soak the item, the longer the better, overnight if possible, in either hot water or some type of stain removing pre-treater. Finally, wash the stain as normal and it should come out.

**Does the Lanolin Nipple Cream need to be removed prior to breastfeeding?**

No, Lansinoh® Lanolin Nipple Cream does not need to be removed prior to breastfeeding. It's safe for mom and baby, 100% natural and hypoallergenic. The unique refining process ensures a pure, high-quality product, with no preservatives, parabens, fragrance, or taste. It is recommended to apply the Lanolin after breastfeeding, instead of before, so that it has time to absorb into the skin.