

put into baby's mouth. Mother needs to press in with thumb and fingers while at the same time pushing back towards her chest wall. This elongates and narrows the areola, which enables baby to latch on more easily. Whatever method a health worker suggests for the treatment of inverted nipple, the most important message which needs to be given to the lactating mother is correct latching technique. If a mother properly holds the baby to her breast, half the battle is won. At the same, time instructing the mother to start lactating soon after birth is of paramount importance. With flat or inverted nipples, it is particularly important to put baby to mother's breast as soon after the birth as possible.

## Retracted Nipples – Innovative Solutions

The observation on a single case by the authors of the recent article, seems generally an unaccepted procedure though has been successful in the case [1]. The fundamentals of human research ethics are (a) respect for persons, (b) beneficence and (c) justice. Regardless of limitations, these principles must guide the behavior of all individuals in planning, conducting and sponsoring human research. Respect for persons recognizes the capacity and right of all individuals to make their own choice and decision. An important component of these principles is the need to provide special protection to vulnerable persons. Women might also be considered a vulnerable group. In some cultures, women must defer to men in the decision making process, making true voluntary consent difficult.

## Retracted Nipples

We read with much interest the correspondence by Rathi and Mandliya on a novel approach to correct retracted nipples by using husband as a suction machine [1]. The method is not novel and has already been described in the Breast Feeding Promotion Network of India (BPNI) Manual on "Infant and Young Child Feeding Counseling: A Training Course" for treatment of retracted nipples [2]. We are also concerned with the social and cultural

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Although, in their communication, the authors have brought out a point stating "the natural relation between husband and wife should overcome any inhibitions for something which will go a long way for their baby", to practice this novel procedure for retracted nipple cure may not be possible for many situations and therefore cannot be fully adopted. It may be difficult for any clinician to describe and monitor the process in practice. Cultural inhibition could be another factor for the reproducibility of this procedure and may generate some wrong insistence and practices among men on women for the benefit of the baby for which some alternative, including existing proven practices should be tried.

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acceptability of this method in our set up. We feel that other methods for treatment of retracted nipples are more acceptable and should be preferred.

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