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Abstract. Breast feeding is the most important natural drink for every babies in their newborn life, breast feeding was assumed as the best nutrition for neonates and infant. It was easy to serve in a congruent temperature with baby's desire and not need to waste the time to serve it, fresh and free from bacteria which is very danger then also decreased the disruption of digestive system. Contents of breast feeding can facilitate the baby's life from intrauterine until they born. These dynamic fluid was serve many bioactive which was necessary for baby's growth in their critical period of brain, immunity system, and digestive system. During lactation the breast gland was up growing until full their capacity to produce breast feeding by the step of development. The aim of this research was gave knowledgment to mother about the important of breastfeeding. The conclusion is given exclusive breastfeeding will effect to decrease mortality and morbidity of babies, then also to optimize baby's growth, help their intelligent development

Keywords: *Breast feeding, baby's grow and development.*