



WELEDA

Since 1921

Massage for pregnancy, birth and beyond

Soothing massage to relax, replenish and prepare



The original health and well-being company

Weleda has been developing anthroposophic medicines and natural cosmetics since 1921, with our key focus being on quality – from the selection of raw materials to the holistic product.

Developed by experienced midwives and pharmacists, our products are free from synthetic fragrances, colours and preservatives. We never use raw materials derived from mineral oils, such as petroleum or paraffin, which form a film over the skin rather than caring for it. Instead our products are made from plant based oils, which are easily absorbed by the skin. To complement our nourishing oils we use natural, soothing plant extracts including organic calendula and chamomile, and gentle essential oils of lavender, ylang-ylang and orange – warming, nourishing and nurturing.

All Weleda products are certified natural and organic by NATRUE.

First founded in 2007, NATRUE provides an established worldwide cosmetics and skin care standard which is driven by a desire to promote integrity and transparency in the natural cosmetics marketplace. The NATRUE label was set up as an international kitemark to help consumers identify products that are genuinely organic and natural, wherever they are in the world. Just one logo - the mark of true quality and authenticity. So consumers can see at a glance whether a product is truly natural, and know that the ingredients will be top quality and free from artificial colours, fragrances and preservatives such as parabens.



Support your changing body and get in touch with your baby

Massage is not just a luxury in pregnancy; it's a necessity!

There is so much change happening both physically and emotionally. Massage supports both you and your baby through this special time.

- It offers care for your body, easing overworked muscles and strengthening weakened ones
- It supports your basic posture, easing common physical niggles
- It supports your blood and lymph flow, helping swollen ankles, wrists, breasts and helping legs feel lighter
- Helps breathing and relaxation



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As a pregnancy massage specialist and shiatsu practitioner, Suzanne has been developing a holistic approach to maternity since 1989. She established 'Well Mother' (www.wellmother.org) in 1990 and today teaches worldwide and has published 3 books.

- Good quality oils help minimize stretch marks and nourishes your skin

But perhaps most importantly of all it offers a quiet space to be more aware of the changes going on inside your body and time to be with your growing baby. Touch is the first sense a baby develops. Both you and your baby can benefit from gentle nurturing touch.

Massage is not just for pregnancy but will help prepare you for birth and your new life afterwards.

Listening to your body

The techniques in this leaflet are for various stages of your pregnancy, birth and beyond. The most important thing is to listen to your body to decide what feels right. Every pregnancy and every mother and baby are different. If anything feels uncomfortable, don't continue and seek further advice from your medical practitioner and a qualified massage therapist.

Massaging your abdomen, breasts and perineum

Overall Benefits

- Nourishes skin, tones muscles and connective tissues
- Supports overall sense of wellbeing
- Helps with posture and to soothe minor niggles

Tummy

- Touch helps connect you with your baby
- Helps you get to know your new shape
- Supports deep breathing and relaxation

Breasts

- Great for relieving tightness or heaviness
- Prepares for breastfeeding
- Helps prevent mastitis (inflamed milk ducts)

Perineum

- Good preparation for vaginal birth
- Increases elasticity and muscle tone of the perineum
- Increases confidence as you understand your body's capabilities

Preparing for massage

Find a comfortable relaxing space: you may want to light some candles or play some music. Wash your hands.

You can do the massage yourself or it can be a lovely way of involving your partner. Your other children may enjoy being involved with some of the tummy work. It should always feel comfortable. Different people like different amounts of pressure and prefer different strokes. Adapt and improvise to suit. Just what feels right for you.

Get your Weleda oil (Stretch Mark Massage Oil for tummy, Perineum Massage Oil for perineum, Nursing Oil for breasts).*

Warm the oil in your hands by rubbing them together and massaging around all your finger joints to relax them.

*It's always good to do a patch test a day or so before to check for sensitivity or skin reactions, as pregnancy can make skin hyper sensitive.

Find a comfortable position

Options for any stage of pregnancy:

Lying on your side with cushions supporting your neck and legs.

Sitting on a ball: helps fluid movement in your pelvis and works your abdominal and pelvic floor muscles.

First trimester and postnatally:

Lying on your back or sitting back in a comfortable chair.

Second and third trimesters:

It is good to use forward leaning positions, for example sitting or kneeling over cushions. These positions help relieve the pressure of your baby from your back. Do make sure your lower back is in a 'neutral' flat position, not hollowed by the weight of your baby.

Tummy massage

Massage oil can help soothe and moisturise the skin as it stretches to accommodate a growing bump. Massaging with a nourishing natural oil will help the connective tissues remain elastic – our best defence against stretch marks.

When can I start?

You can begin in your first trimester when women feel slightly nauseous or sensitive to touch. Simply placing your hands on your abdomen and breathing gently, out and in, may feel enough. As your baby grows, then you have a bigger area to massage and from about 14 -16 weeks you may start to feel your baby move and respond.

Tummy massage can also help postnatal recovery, but postnatally be gentle while you are still bleeding. If you have a Caesarean scar don't touch the area while it is still healing. Once it has healed, gentle massage helps break down scar adhesions to iron out any little bumps.



For more information on Weleda Stretch Mark Massage Oil see page 11



Tummy massage helps you get to know your new shape



Tummy massage

Begin by placing both hands on your abdomen, and with each out-breath allow your breathing to slow and deepen. Wrap your hands over your tummy as if gently hugging your baby. With each in-breath feel your hands loosen over your tummy as if you are giving your baby space. Feel the relaxation of each out-breath through your whole body and soften any areas of tension.

Now warm the oil in your hands by rubbing them together. You can tell your baby that you are about to massage them; this is a cue that they can relate to when they are born.

Next, rub the oil all over your tummy in a clockwise direction (down your left side, across the bottom and up the right side and over the top) from your navel and spiralling out, and then back in. This supports the natural movement of your intestines. Go at whatever speed feels best for you. This will probably be fairly slow and rhythmic.

Next, with each slow out-breath, pause and give a little pressure on each area. Some areas need more pressure and others less. Move on to another area when it feels right to you, there's no rush. You may even recognise different parts of your baby's body.

Next place your hands on your hips and gradually draw them together to meet in the centre line of your abdomen. Here give some gentle pressure as you breathe out. Repeat as often as you wish, and cover the whole length of the centre line.

How could partners help

It can feel really nice to do these strokes with one hand, while keeping the other hand still on the lower back, wherever feels most comfortable for the mother.

It is a lovely way to see how your baby responds: he or she may even follow your hands round or give a little kick. You might feel their spine, a wide flat area, or their hands and feet. You can talk or sing to your baby while you are doing this.

Perineal massage

What and where is the perineum?

The perineum is the small area of firm skin and muscular tissue between the vagina and the anus. The perineum plays a significant role in women's health. This muscular tissue connects with pelvic floor muscles, offering support to the pelvic organs. It works extra hard in pregnancy due to the extra weight it bears.

Tearing of the perineum during childbirth can weaken this support, making later pelvic floor problems or prolapse of the uterus more likely.

Massaging the perineum helps keep the connective tissues supple and elastic - our best defence against tearing. Massage helps increase the perineum's capacity to stretch more easily and less painfully during birth.

When can I start?

Recommended from the 34th week of pregnancy, using a perineum massage oil is a great way to nurture your body and prepare for birth. Massage 3-4 times a week for 5-10 minutes.

A good time is after a relaxing bath or warm shower because blood vessels in the area are dilated and this makes the perineum softer and more comfortable to touch.

Do not massage if you have any infection.

Empty your bowel and bladder before starting.

Perineal massage can also help tone the muscles after birth. Start gentle massage as soon as you feel comfortable, once any stitches or tears have healed.



For more information on Weleda Perineum Massage Oil see page 11

Perineal massage

Begin by placing both hands on your perineum and just relax about touching this part of your body. We can hold a lot of tension around the perineum, and releasing any tension here is good preparation for birth.

Pour a little oil into your hands and rub them together to warm them. Then gently smooth oil over the whole of your perineum. Stroke in whatever way feels comfortable for you. Get to know the different areas of skin - some soft and delicate, and some firm and more muscular which will stretch out in labour. Massage this a little more firmly. You could apply a little pressure here as you breathe out.

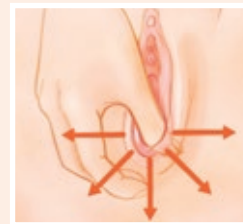
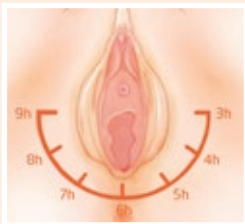
Try doing your pelvic floor exercises. As you breathe out draw up your pelvic floor and as you breathe in, relax. Make sure that your buttocks are not tightening. Make the exercises harder by tightening the muscles gradually on your out-breath, imagining that you are going up floors in a lift. Go down the floors with the in-breath. Don't clench your jaw: relaxing your jaw in

labour can help relax your perineum.

You can also do some gentle pulsing, tightening and releasing, as you breathe out. If you feel comfortable, you can try doing these exercises with a finger or thumb inside your vagina.

In the last few weeks of pregnancy you can try stretching out the perineum to prepare for birth. To do this, place your finger or thumb inside your vagina up to the second knuckle, and gently massage in a rhythmic U shaped movement the lower part of the vaginal opening nearest to the anus (if you imagine a clock face, it's the section from 3 o'clock to 9 o'clock). This will gently stretch the vaginal tissues and muscles.

As you feel comfortable you can try increasing the pressure and adding in a stretch back towards the anus. This may sting slightly; this stinging sensation occurs when the baby's head is born.



Breast massage

When can I start?

Even in the first trimester of pregnancy, breasts can become larger and feel heavy. Gentle massage can feel soothing and comforting.

Massaging the breasts for the last two weeks before birth will help maintain the breast tissues in tip-top condition, encouraging the health of the skin and the underlying supporting structures of the breast.

Massage promotes circulation in the tissue, which in turn stimulates milk production. This is our best preparation for breastfeeding, to avoid some of

the hurdles that mums may encounter when starting to nurse a new baby such as blocked milk ducts.

Even if you are not breastfeeding, breast massage can still feel great.

If you are breastfeeding, you can continue to massage postnatally but avoid oil on the nipple area because your baby may not latch on so confidently if the skin is oily and slippery.



Support your lymph

Lymph is a watery fluid, which circulates through our tissues picking up unwanted substances and filtering them out. It contains white blood cells and nourishes our cells. It is always beneficial to support our lymphatic system but especially if we feel heavy or puffy due to poor circulation.

Lymph strokes are very light: you are only moving the skin as the lymph vessels are just below it and you just want to gently encourage the flow. It is very different from massaging muscles. Instead of rubbing, use fluid 'watery' stroking movements.

The main lymph nodes, which drain the breasts, are in your armpits, so you can include the underarm area in your breast massage routine.



For more information on Weleda Nursing Oil see page 11



Breast massage

Begin by placing your hands on your breasts. Slow and deepen your breathing. With each out-breath soften and relax your shoulders.

Warm some oil in your hands and, with one hand, make a figure of 8 movement rubbing oil over and around your breasts. Swap hands and repeat, or try it with both hands in a swirly figure of 8.

Now take one breast in one pair of hands. Your first strokes are long sweeping strokes. Make them as firm or light as you want. Repeat them as much as you want. Start from the top of your breast and stroke down towards the nipple. Next begin at the armpit and massage towards the nipple. Next gently lift from underneath.

The breasts tend to feel more delicate than other parts of our body so do be sensitive to the amount of pressure. Start with light pressure and gradually increase.

Above all, enjoy this precious time and have confidence in your changing shape and your body's capabilities. Nurturing and getting to know your body through massage can feel empowering. Whatever your plans, it's the most natural way to relax and prepare for birth and parenthood.

Mum to be range



Stretch Mark Massage Oil

Massaging into the skin daily will help keep the connective tissues elastic – our best defence against stretch marks. Regular use helps prevent new stretch marks and visibly reduces the appearance of existing ones on your pregnant belly, thighs, bottom and breasts. Easily absorbed and with a delicate, light fragrance, Stretch Mark Massage Oil is a pleasure to apply. 606160 100ml Ve

The treatment of the skin with Stretch Mark Oil over a period of six months resulted in a reduction of existing stretch marks:

REDUCTION OF STRETCH MARK AREA - 33% after six months

SKIN SURFACE SMOOTHNESS + 92% improvement after six months

Perineum Massage Oil

Weleda Perineum Oil is a specially developed oil to assist in preparing for childbirth. Massaging the perineum with a composition of Sweet Almond Oil and Wheat Germ Oil helps relax the cellular matrix and increases elasticity which may help prevent tearing during childbirth.

606161 50ml Ve



Nursing Oil

This gentle, natural formula was created for nourishing and soothing massage of the breasts prior to breastfeeding. Pure, natural essential oils are traditionally used to support healthy lactation and stimulate milk flow. Regular massage with this warming oil helps to promote a positive breastfeeding experience.

606162 50ml Ve



Discover our Baby Range



You want the very best care and protection for your little one, so skincare that has been specially formulated for the young skin of babies and children is essential. As your child's delicate skin is thinner and more permeable than your own, products that are free from synthetic preservatives, fragrances and colourants are the natural choice.

Weleda Calendula Baby Care is 100% certified natural, so you can enjoy peace of mind knowing that your baby's skin is being truly protected and effectively looked after.



Natural care for your little one



Find out more about our natural ranges for you and your baby
www.weleda.co.uk



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