

SOOTHES - MOISTURIZES - PROTECTS

Perineal Massage (PM), the gentle stretching of the perineal region located between the anus and the vagina, has been shown to decrease the incidence of trauma to genital tissues, as well as the need for episiotomy, during childbirth. Perineal Massage also helps reduce the chance of a woman developing chronic pain during postpartum recovery. You can perform PM on yourself, or enlist the assistance of your partner/spouse.

BabyIt's naturally derived ingredients help to moisturize and condition the intimate tissues of childbirth. For best softening and stretching, ensure that you use enough product to keep your tissues moist throughout the massage. The amount of BabyIt™ required, and the need to re-apply, will vary for each woman. We recommend starting with a heaping teaspoon of product, and re-applying as needed.

The benefits of PM can be achieved with as little as 5 minutes of massage each day. Begin your daily PM routine at 34 weeks of pregnancy. Remember that daily PM is ideal, but don't get discouraged if you miss a day - just pick up your routine the next day. After about a week or so of regular PM, you should notice increased stretchiness and less burning or discomfort during the procedure.

How to Perform Perineal Massage on Yourself

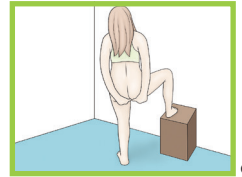
Before beginning Perineal Massage, ensure that your hands are washed, and your fingernails are trimmed short to prevent possible scratching. There are several positions that work well for women. These include: a) Sitting propped up in bed with your knees bent; b) squatting against a wall for support with or without the aid of a stack of books or stool; and c) raising one leg such as in the shower or on the toilet. Feel free to use different positions on different days. Also feel free to try reaching your hands in front or behind you to do the PM.



a)



b)

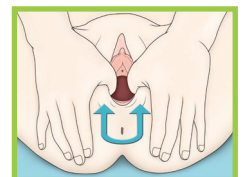
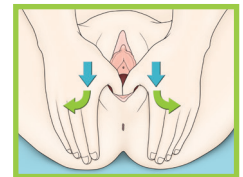
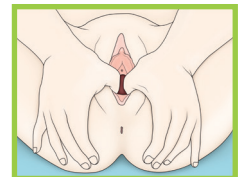


c)

Perineal Massage can be done with either your thumbs or fingers. It is fine to change up fingers if you start to become tired. Two thumbs, index fingers, middle fingers or two fingers at a time all work.

For the massage itself, remember the goal is stretch the back portion of the birth canal, down towards the anus and apart side to side, using more and more pressure over time.

- Choose your position.
- Pour about a teaspoonful of BabyIt™ onto your fingers and apply it to the perineum, taking care to ensure that your thumbs or fingers are also well-lubricated. Insert your thumbs or fingers about one inch inside of the vagina, resting your palms against your inside leg.
- Press gently down with your thumbs or fingers toward the anus, then pull them apart from each other and out to the sides. Keep massaging down and out to stretch and relax these tissues. Pressure should not be painful, but the first week or two it is normal to feel a slight burning or stretching sensation.
- Several times during your massage, hold this stretched position while continuing to breathe deeply and consciously relaxing your muscles in this region. An important benefit of PM is learning to relax and not fight the sensation of perineal stretching since this will occur during childbirth as well.
- Reapply BabyIt™ as needed, for a total Perineal Massage time of at least 5 minutes.



How to Perform Perineal Massage with Your Partner

The process for performing Perineal Massage with your partner is identical to the self-massage technique, but with one key difference: your partner should use his/her (clean and trimmed) index fingers as opposed to thumbs. Your partner should sit across from you, with his/her legs apart and your legs draped over the outside of his/her legs. Once you are comfortable with the techniques, your partner may prefer using two fingers on each hand.



How to Use BabyIt™ for Post-Partum Comfort

In addition to serving as your Perineal Massage gel during pregnancy, BabyIt™ is ideally suited to provide comfort and soothe the pains that inevitably result from childbirth, including vaginal swelling and bruising, perineal tears, episiotomies and hemorrhoids. With its 100% isotonic formula that is free from oils and parabens, BabyIt™ soothes, moisturizes, protects and restores sensitive tissues. To use BabyIt™ for post-partum purposes, pour about a tablespoon of product into the palm of one hand, and use the fingers of your other hand to apply it liberally to your sensitive areas. Re-apply as often as needed.

How to Use BabyIt™ to Soothe Baby's Skin

Diaper rash happens, and when it does you won't want to put just anything on your baby's skin. BabyIt's natural formula will soothe and protect your baby's skin. Gently apply BabyIt™ to affected areas with every diaper change.

Ingredients

Purified Water, Hypromellose, Galactoarabinan (Tamarack Tree Herb), Sodium Chloride, Sodium Phosphate, Carbomer, Sodium Hydroxide, Phenethyl Alcohol, Caprylyl Glycol

Warnings

Discontinue use immediately if rash, irritation, or discomfort develops. Not a lubricant for use when trying to become pregnant. During the first week of life, your baby's skin is adapting to life outside the womb. Talk to your doctor before using any topical products during this important time.

For more info about Perineal Massage, visit fairhavenhealth.com.

Breastfeeding Products from Fairhaven Health

visit mymilkies.com for more info

Milkies Milk-Saver™



Save every drop of leaking breast milk.

Milkies Freeze™



First in, first out milk storage system.

Milkies NursingBlend™



Improve your breast milk quality & quantity.

Milkies Nipple Nurture Balm™



Naturally relieve sore & cracked nipples.

