



**my expert
midwife.**
midwife developed.

**helping you feel
like you again**

Your guide to award winning
skincare and midwife expertise,
supporting your journey from
the first trimester.





hello...

Welcome to My Expert Midwife, as the name suggests we are your expert midwife helping you tackle the physical and emotional side effects of pregnancy, birth, recovery and your new parent journey.

Everything we do is developed by our in-house team of midwives from our award-winning skincare products to all of our evidence based empowering blog content, resources and antenatal services.

Every product is developed to solve a genuine problem that our midwives have identified through their experience of caring for women and parents to be. We pride ourselves on thinking of everything too, including the packaging which delivers no-fuss, no mess application, from one handed pumps to upside down sprays.

Our formulations are carefully blended with natural, high quality, proven ingredients that are safe for pregnancy and breastfeeding and included at the recommended levels to soothe and calm soreness, relieving many symptoms commonly experienced.

More importantly we believe in providing a 360 approach to solving a problem and you will find a wealth of how to resources from our free guides, checklists and blogs to our popular e-books and webinars taking you through your whole journey.

Lesley x

Lesley Gilchrist, Registered Midwife, CEO, My Expert Midwife



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meet our midwife team...

Working as a midwife is a huge privilege – you're welcomed into an intimate, family unit where they disclose their deepest hopes and fears to you. The relationship is built on trust in your knowledge and skills and compassion in the support we give during a vulnerable time – we take their hand through the journey, supporting, signposting and caring.

So much is unknown to them and there's so much conflicting information out there, both good and bad and that can be overwhelming. So being able to spend time with someone, helping them navigate all that information and to help them make decisions that they are comfortable with is why we do this job. As midwives we help them overcome that power imbalance, helping them to feel positive, calm and in control of their choices.

Every family is different and every birth is different – it's what makes this job so hugely satisfying



the midwives at My Expert Midwife



Lesley Gilchrist

Registered Midwife + co founder

Extensive experience as a labour ward co-ordinator and community midwife and is now an expert in pregnancy, childbirth and postnatal care with a particular interest in birth trauma.



Karen McKewen

in-house Midwife

As well as working in the Delivery Suites, Karen was a founding member of the Leeds Homebirth Team, working to support women and helping to develop midwives' skills in physiological birth.



Malena Monverde

in-house Midwife

She's an advocate for women's rights and choices throughout their childbearing experience (and after) including breastfeeding and supporting women's physical and emotional wellbeing.



Cathy Taberner

in-house Midwife

Has a wide variety of nursing and midwifery experience, she is a breastfeeding champion and has a passion for parent education.



Jayne Airey

in-house Midwife

Passionate about supporting new parents to believe in the mother's power during labour and birth and to foster 4th trimester confidence.



Nicola Nicholson

in-house Midwife

Experienced in all areas of maternity care antenatal, labour & birth & postnatal period. She has worked for 15 years on delivery suite and 5 years in the community.



Charlotte Hoskin

in-house Midwife

Experienced in homebirth, water birth, delivery suite and breastfeeding whose specialist area is intrapartum care.



your pregnancy journey with My Expert Midwife

We are here to help you throughout your pregnancy journey from the first trimester, to helping you recover and expertly care for your newborn with our midwife developed skincare and midwife expertise.



1st trimester

In the first trimester you will encounter many hormonal changes, from tingling sore boobs to pregnancy nausea which can strike at anytime day or night!

sick of it! toolkit [weeks 4-12]



Soothing Ginger Melts 60 melts €24

These ginger and lemon flavoured melts can help feelings of nausea in pregnancy. Containing ginger which is known to be an effective natural remedy in relieving nausea.



Sick of it! spritz 50ml €16

97% naturally derived ingredients include peppermint and lemon which are known to be effective natural remedies for relieving nausea while grapefruit can help reduce fatigue.



Sick of it! rollerball 10ml €16

Carry with you everywhere, this pocket sized, fragrant blend of coconut oil, cardamom, ginger, lemon and spearmint in an easy to use rollerball.

During the second and third trimester of your pregnancy your skin will stretch to accommodate your baby's growth and you may also experience swollen legs and feet, both of which can cause irritation and itchiness as the skin stretches.



2nd/3rd trimester

fantastic skin elastic + keep your cool

Our midwife developed natural body and skin soothing duo will help to soothe and hydrate tight, itchy skin, can help to reduce stretchmarks and cool, soothe and help reduce puffiness in legs and ankles. Ideal for use throughout pregnancy no matter what trimester you are in.

€37 worth €44 2 x 150ml



spritz for bits

Use Spritz for Bits throughout pregnancy to help soothe your bits. Whether you are suffering with piles, swelling or discomfort around the vulva area or you simply need to calm and cool itching.

€24 150ml

 **34**
from weeks

peri peri prep your bits €19 30ml

Perineal massage from 34 weeks will help you prepare for you baby's birth and is ideal for encouraging the skin around your perineum to stretch more easily during childbirth



3rd trimester

preparing for labour + recovery

 **37**
from weeks

colostrum harvesting kit €12

You can start harvesting colostrum from 37 weeks of pregnancy*. Colostrum is the breast milk that your baby receives for the first few days after birth when you are breastfeeding. Colostrum harvesting and hand expressing are useful skills to learn during pregnancy.



*If you have cervical stitch or have been diagnosed with a low lying placenta/placenta praevia please consult with your midwife or doctor before starting colostrum harvesting.

By 37 weeks your hospital bag should be ready

The best way to pack for hospital is to be pragmatic and have everything organised in 3 separate bags that you will take in with you: a main bag, your baby's bag and a bag for your partner.

hospital bag set €98

This midwife developed hospital bag set will help you through labour and provide instant relief after birth and those first few days and weeks postpartum, including our award winning Spritz for Bits.



preparing for labour

labour duo €28

Our midwife developed Labour Duo, will help you to feel calm, grounded and more focussed when in the early stages of labour. If you are starting to feel overwhelmed, it is ideal to use alongside the breathing techniques you will have learnt in your antenatal classes. It can also be used throughout pregnancy, especially in the third trimester when you are struggling to relax or have nervous energy.



birth recovery

birth recovery duo €55

After childbirth, bruising, swelling and soreness of the perineum and the surrounding area are common. Our midwife developed, natural Spritz for Bits and Soak for Bits are must-haves to help aid post birth recovery of the perineum and is a must for your hospital bag or at home for recovery, can also be used to support c-section recovery once dressings have been removed.



Pregnancy, childbirth and looking after a newborn are demanding upon the body and the mind. Looking after yourself well in the 4th trimester will promote your recovery process. The sooner you start to feel more like you again, the better you will feel.



4th trimester

from birth to the first 3 months with your baby

breastfeeding no harm nipple balm

Midwife developed, 100% natural, award-winning balm is intensively moisturising and is a rich but thin serum that glides on easily and does not drag sore nipples. With a practical one handed pump you can apply easily, and there is no need to remove before your baby feeds.



€20 30ml

expertly caring for your newborn no harm bum balm

Midwife developed to protect and soften your baby's skin at every nappy change, helping to relieve soreness and redness.

How does it work

- The rich but thin serum glides on easily without dragging baby's delicate skin.
- Made with only 5 ingredients that are 100% naturally derived.
- Hygienic one handed pump solution.



€16 30ml

✓ Top Tip

You may get sore – this does not necessarily mean that your latch is poor, however never be afraid to ask a midwife or breastfeeding expert to observe a feed to ensure your baby is latched correctly.

✓ Top Tip

You can avoid irritation by changing your baby's nappy regularly and always as soon as possible after they've had a poo. Limiting the use of wet wipes and using cotton wool/a washable sponge with warm water will also help.



1st trimester

how to survive pregnancy nausea

Pregnancy sickness and nausea is common in early pregnancy. It usually eases off after the first 12 -16 weeks but everyone's experience is different and it can carry on into later pregnancy. It is often referred to as 'morning sickness' but it can happen at any time of day or night. Whilst uncommon, 1-2% of women, can experience severe morning sickness - hyperemesis gravidarum.

Our expert midwives have created a Sick of it! toolkit to support you as we know pregnancy sickness can be unpredictable.

[for more top tips >](#)



sick of it toolkit

This midwife developed Sick of it! Toolkit can help you manage some of the symptoms of nausea in the first trimester and throughout your pregnancy to make your daily life a little easier.

These three products are a discrete addition to your pregnancy toolkit for when sickness strikes, saving you 20% when purchased individually.

Sick of it! Toolkit €44

Includes: Sick of it! Rollerball, Soothing Ginger Melts + Spritz for Nausea

how to use

- ✓ **Melts** – place one in your mouth and melt on the tongue. Take up to 3 per day. Do not exceed the stated daily amount.
- ✓ **Rollerball** – roll a small amount on to your wrists, temples and pulse points. Inhale when you are sick of it for that soothing feeling. Re-apply whenever needed.
- ✓ **Spritz** – spray when you feel the need and as often as required, onto skin, a tissue, pulse points, bedding or the air
- ✓ As nausea is very individual to each woman and each pregnancy, it may take a while to discover which method works best for you.

Contact your midwife or maternity team for further advice if you are unable to tolerate food and fluids for a prolonged period.

midwife top tip

nausea can be unpredictable and with up to 80% of women feeling some nausea during pregnancy, you can use this tool kit to help you find what works best for you, for soothing relief in the first trimester and throughout your whole pregnancy



2nd trimester

how to manage body changes in pregnancy

Your body is going through lots of changes, increases in hormone levels and blood volume start in the first trimester of your pregnancy and both of these can produce changes to your skin. Also, in the second and third trimesters your skin is stretching rapidly to accommodate your new baby's growth.

It is not uncommon to experience dry and itching skin when pregnant. This can be all over the body or just on the bump and legs. Using a hydrating, lasting moisturiser such as Fantastic Skin Elastic can keep skin supple and well moisturised which can help prevent tightness, dryness and itching*. Pregnancy also means that your body is working harder, your metabolism increases, which in turn can mean you feel warmer than usual. Keep your Cool can be used in combination with Fantastic Skin Elastic to help take the heat away. It can be used anywhere on the body and can be especially useful during hot summer months to help reduce heat and swelling on the legs in later pregnancy.

*A rare but potentially serious liver condition called intrahepatic cholestasis of pregnancy (ICP) can cause itching, so we advise to have any itching checked by your midwife.

keep your cool

Midwife developed to give a cooling sensation, reviving your skin in a refreshing spray.



Keep your
Cool 150ml
€20

midwife top tips

- ✓ Keep your legs, bump and whole body moisturised to prevent your skin from drying out and causing the urge to scratch, and we recommend a product containing natural ingredients
- ✓ If your legs are itching try gently massaging them (or asking your partner to) – this will encourage the blood flow to the surface of the skin and will enable better circulation and hydration in your body
- ✓ Try to keep cool by wearing natural fibres that won't irritate the skin
- ✓ A cool shower or bath can help, and soaking your feet in a cool bowl of water can help reduce swelling and itchiness. Just remember to moisturise afterwards to prevent your skin from drying out

fantastic skin elastic

Midwife developed serum which soothes and hydrates tight, dry and itchy skin, for use during pregnancy and beyond.

mild fragrance

because we know strong smells can be unpleasant in pregnancy.

massage gently

each day where ever needed (such as abdomen, breasts, arms, thighs and buttocks).

helps reduce

the appearance of stretch marks. pregnancy.

premium essential oils

such as grapefruit, geranium, calendula and lavender soothe the skin.

Intensely moisturising

growing skin in pregnancy, soothes and stops soreness and reduces itchiness.



Fantastic Skin Elastic 150ml €24

A photograph of a pregnant woman's midsection, showing her belly and the area between her legs. She is wearing black underwear. A red arrow points from the text '3rd trimester' down to the perineum. A light blue 'V' shape is drawn on the underwear, pointing to the perineum.

3rd trimester from 34 weeks

perineal massage

Perineal massage has been clinically proven to help stretch the perineum and make it more elastic, therefore reducing your risk of tearing and the need for an episiotomy (a cut to the perineum).

Studies have proved that perineal massage prepares the perineum for childbirth by making the perineum more supple and stretchy, so reducing the chance of superficial and deep tears.

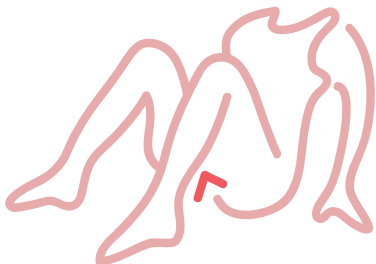
how to do perineal massage

It is recommended to start perineal massage from 34 weeks pregnant, doing it three to four times a week, for around three or four minutes at a time.

- 1:** First find a perineal massage oil. You can use one specially blended and designed for perineal massage such as Peri Prep your Bits or an oil such as almond oil.



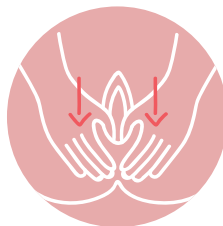
- 2:** Wash your hands.



- 3:** Sit comfortably, bring your knees together and towards your chest and then open your knees like a book, or you may find it easier to put one foot on the toilet/bath/stool in a similar way to how you would insert a tampon.

- 4:** Put a small amount of the massage oil on your perineum to make the massage more comfortable. Using your thumbs, insert them into your vagina and then place your forefingers on the skin of your perineum.

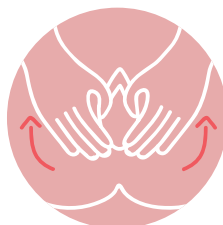
- 5:** Using your thumbs, insert them into your vagina and then place your forefingers on the skin of your perineum.



- 6:** You now need to stretch this skin gently by pressing downwards towards your anus and to the sides until you feel a slight stretching sensation.

Hold the stretch for 1 to 2 minutes.

Then massage the area between your thumb and fingers upwards and outwards and back again in a "U" shape.



As your pregnancy progresses you may find it easier to invite your partner to perform this for you. Perineal massage should not be painful, and, with time and practice, it will become effortless.

peri prep your bits

Midwife developed softening and moisturising oil for perineal massage, ideal from 34 weeks pregnant.



★★★★★

Our five star 100% natural perineal massage oil



"the BEST

So glad I came across this magical product! Worth every penny! Definitely does the job 10/10 will recommend to all the mummy to be's!"



- ✓ **Avocado oil** protects skin integrity.
- ✓ **Sweet almond oil** nourishes and moisturises
- ✓ **Grapeseed oil** helps minimise cell damage
- ✓ **Eucalyptus leaf oil** for increasing blood supply to the area

Peri Prep your bits 30ml €19

perineal massage webinar

what you'll learn...

- How to massage your perineum
- How to reduce the risk of tearing or an episiotomy during birth
- How your partner can help with perineal massage

Excellent class.
The information
was thorough
and expanded the
topic of perineal
massage, covering
elements of
anatomy, the birth
process and other
helpful tips for birth
preparation. Highly
recommended.



★★★★★

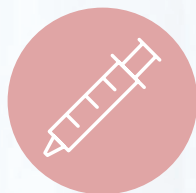


colostrum harvesting from 37 weeks

what is colostrum harvesting?

Colostrum is the breast milk that your baby receives for the first few days after birth when you are breastfeeding. Only small amounts of colostrum are needed as it is high in calories, full of antibodies for their immune system and packed with stem cells to support their development.

Colostrum harvesting and hand expressing are useful skills to learn during pregnancy, as they can help you become familiar with your breasts and how they work, as well as helping to establish breastfeeding after your baby is born.



a useful back up

Collecting and storing your colostrum, from 37 weeks of pregnancy, can be a great back up plan if your baby doesn't breastfeed well for the first few times.

freeze for your needs

It can be frozen then defrosted when needed and can be a great help if your baby takes a little longer to establish a good latch, or if feeding regularly after birth is needed, such as regulating blood sugars if you've had gestational diabetes, or if your baby needs special care.

how to do colostrum harvesting*

step 1

Find a time where you can relax for at least 30 minutes without being interrupted. It may be easier to practice whilst having a warm + relaxing bath the first few times.

step 2

Wash your hands. You may find it easier to have shorter, trimmed fingernails too.

step 3

Slowly + firmly, stroke your breasts from the top down towards the nipple with either a flat hand or make your hand into a fist.



step 4

Watch at the nipple for signs of any colostrum, which can be clear or milky coloured. It doesn't matter if you don't see any as just the action helps to stimulate the production of it.

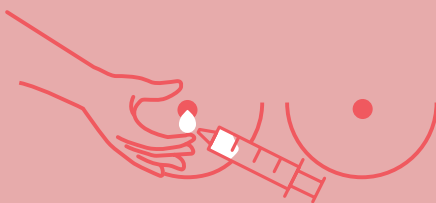
step 5

After a couple of minutes, make a C shape with your thumb and forefinger around 2-3cms from the nipple end and use a gentle stroking + squeezing movement.



step 6

After a few attempts you should start to see colostrum gather at the nipple end, which you can collect in a plastic syringe.

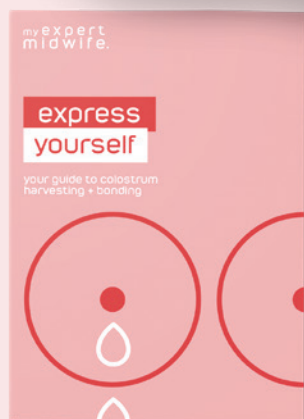


step 7

Any colostrum collected can be dated using the labels provided and stored in your freezer, in a sandwich bag so it is ready to give to your baby, should they need it after they are born.

* If you have cervical stitch or have been diagnosed with a low lying placenta/placenta praevia please consult with your midwife or doctor before starting colostrum harvesting.

colostrum harvesting kit



full guide to colostrum
harvesting



2 x MORI bonding cloths



5 x sterile syringes

Colostrum Harvesting Kit €12

Contains: 5 x sterile syringes and caps, 2 x MORI bonding cloths, 5 x freezable labels and full guide to colostrum harvesting



colostrum harvesting webinar


what you'll learn...

- What colostrum is
- Techniques for hand expressing colostrum
- How to collect it
- How to store it



Amazing course!
Learned so many
things that I
couldn't imagine
that can be
done. Definitely
recommended.



A pregnant woman wearing a dark blue dress with a red and white floral pattern is shown from the waist down. She is holding a light blue cloth in her left hand and a green camera in her right hand, which is placed inside an open suitcase. The suitcase is filled with various items, including a white shirt, a blue cloth, and a Starbucks coffee cup. In the background, a wooden crib and a potted plant are visible.

getting your hospital bag ready

pack your hospital bag by 37 weeks

The best way to pack for hospital is to be pragmatic and have everything organised in 3 separate bags that you will take in with you: a main bag, your baby's bag and a bag for your partner. You can, then, have a fourth bag with extra clothing, underwear and items like pads and nappies ready at home for your partner to grab in case you have an extended hospital stay.



the main bag

You'll need some key things like toiletries, night clothes and underwear, a change of clothes, maternity pads. Also, don't forget to pack any regular medication you are on, your maternity notes, your birth plan and hand sanitiser. Make this the largest of your bags so that, inside it, you can carry 3 smaller toiletry bags:

Your labour bag, holding your essentials items for labour – hair-ties, a hand-fan, your TENS machine/wheat bag, etc.

Your post-birth bag, including what you'll need immediately after giving birth – eg. 1 pair of pants, 1 maternity pad, My Expert Midwife Spritz for Bits

Your baby's post-birth bag, containing what they'll need after they are born – eg. a nappy, a body-suit, a sleep-suit. Put these three bags at the top of your main bag, so everything is within easy reach.

For a full list and more hints and tips see our full Hospital Bag blog or download our guide.

[Link to guide >](#)

midwife developed, hospital bag essentials

Our midwife developed hospital bag set will help you through labour and provide instant relief after birth and those first few days and weeks postpartum.

spritz for bits

M&B award winning, natural blend to soothe your bits and provide instant relief post birth.

soak for bits

Developed to relieve soreness and aid your recovery, to use in those first post partum baths.



toiletries bag

My Expert Midwife highly durable clear toiletries bag, making it easy to find what you need, when you need it.

spritz for labour + labour rollerball

Our labour duo to support you in those early stages of labour alongside your breathing techniques you may have learnt in your antenatal or hypnobirthing classes.

no harm nipple balm

Provides protection and relief for breastfeeding, our 100% natural blend is intensively moisturising, and is a rich but thin serum that glides on easily and you don't need to remove before feeding.

Preparing for Labour

Sometimes awaiting the arrival of your baby can make you anxious or stressed, and this is more common during the end stages of pregnancy, during labour and the transition phase. Our midwives understand that these feelings can be overwhelming, which is why they developed our Labour Duo Spritz and Rollerball.

Labour duo

This duo uses a blend of pure essential oils including frankincense and geranium which are known for their calming and grounding properties. Neroli can help to reduce stress levels in the body, so you feel more centred and in control.

The spritz also contains orange oil to bring focussed energy and the rollerball contains relaxing sandalwood and grapefruit to bring mental focus.

midwife tip

Using aromatherapy, along with breathing techniques you will learn in your antenatal classes, can be part of your non-pharmacological pain relief when in labour, download our FREE Pain relief guide to learn more on your pain relief options for labour.

[Link to guide >](#)



how to use

- ✓ Both the Spritz and Rollerball are ideal for use in pregnancy, especially those later stages when you are feeling overwhelmed and need to calm, focus and feel more grounded
- ✓ Spritz For Labour - spray into the air around you, a tissue or your pillow and inhale
- ✓ Rollerball - Roll a small amount on to your wrists, temples, and pulse points. Re-apply whenever needed. Take a moment to pause and inhale the oils
- ✓ Spritz your pillow and use your rollerball on your pulse points and inhale and relax before sleep



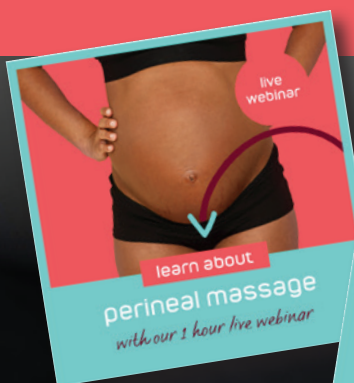
Labour duo 1 x 10ml 1 x 50ml €28

100%
midwife
led



webinars

Why not join one of our 40-60 minute webinars, with over 10 topics to choose from all delivered by My Expert Midwife registered midwives. Whether you want to learn more on Perineal Massage, Colostrum Harvesting, Breastfeeding, Elective C-Sections or Expertly Caring for Your Newborn there will be a webinar for you.



perineal massage

Tearing or needing an episiotomy during childbirth is common. Join our webinar to learn how a technique called perineal massage can help you reduce the chances of this happening and to hear more tips about protecting your perineum during birth. This can be started from 34 weeks.

colostrum harvesting*

Collecting and storing your breastmilk during your pregnancy can help you and your baby when establishing breastfeeding. Join our webinar to learn all about how to harvest your colostrum, when to start it, how to store it.

birth partner

There are so many ways to be a great support to someone during their labour and birth. Join our webinar to learn about how you can provide the physical and emotional support needed during this transformational time.



* If you have cervical stitch or have been diagnosed with a low lying placenta/placenta praevia please consult with your midwife or doctor before starting colostrum harvesting.

Choose from over 10 topics:

- Elective caesarean
- Caring for your newborn: Their First Day
- Caring for your Newborn: Their First Weeks
- Breastfeeding: Preparation + the Early Days
- Breastfeeding: Challenges and Practical Tips
- Postnatal Recovery following Caesarean Section
- Postnatal Recovery following Vaginal Birth
- Becoming a Grandparent

book your place
today!



A close-up photograph of a woman with light brown hair, seen from the side, gently kissing her newborn baby on the forehead. The baby is lying down, and the woman's face is partially visible as she leans over. The background is softly blurred, showing hints of green and white.

how to prioritise your recovery

Recovery after childbirth is a priority during the postnatal period. The better you feel, both physically and emotionally, the easier the transition into family life will be, and the quicker you will regain your strength. So, never forget to make sure you are looking after yourself the best that you can.

Planning 30 minutes a day just for you will help:

Build this time into your daily routine from the start.

Ask your partner or a family member to spend a regular 30-minute time slot with baby.

Take yourself for a lie down/ warm bath/shower or short walk - whatever helps you to relax best.

Stick to this routine so you, your baby and your family expect it each day.

how to use Spritz for Bits®



Our five star natural
Spritz for Bits®



- ✓ **Lavender**
for soothing pain relief
- ✓ **Tea Tree**
for antibacterial and antifungal properties
- ✓ **Witch Hazel**
to promote healing
- ✓ **Vitamin E**
for encouraging skin health and elasticity

during pregnancy

1. Spray on haemorrhoids/piles to ease discomfort.
2. Helps ease swelling or discomfort around the vulval area.
3. Calms discomfort associated with itching conditions, such as thrush.

after the birth

1. Spray onto perineum straight after birth for instant relief.
2. Use before and after your first post-birth wee to ease the sting.
3. Spray onto your pad at each change.

beyond birth

1. Spray onto c-section wound (after the dressing has been removed and **wound is undergoing normal healing process**).
2. Use on swelling and bruising anywhere on the body.
3. Spray to ease stings, bites and grazes for adults or children.

postnatal recovery following a vaginal birth webinar

what you'll learn...

- Managing expectations of yourself
- Planning ahead and accepting help
- The importance of the Baby Moon
- Healing and wound care
- Awareness of your mental health
- When to start postnatal exercises

This webinar will cover what to expect during the early weeks of recovery following a vaginal birth. Birthing with or without stitches, can leave you feeling tender, bruised, and sore, so we cover how to care for your perineum, and how to gradually strengthen your abdominal and pelvic floor muscles. We will focus on the importance of the 'baby moon' and offer practical advice on how to make the transition into family life easier.



SOAK FOR BITS

- ✓ Premium Epsom salts to detoxify and ease aching muscles
- ✓ Tea tree oil for anti-bacterial and anti-fungal properties
- ✓ Bergamot oil to help with relaxation
- ✓ Arnica to help reduce bruising and swelling



100% natural birth
recovery essential

Soak for Bits 750g €37



"this was a game changer following the birth of my second child.
It smells lovely and I healed a lot quicker this time around"





how to breastfeed

Breastfeeding can be extremely rewarding, but during those early days some women may encounter problems.

Breastfeeding is the perfect way to feed your baby, as your breastmilk is tailored to suit your baby's needs and support their immune system. Your breastfeeding journey may not always be a smooth ride though. Being able to address any problems encountered effectively can remove the stress often felt by new mums in the early days and weeks with their newborn.

breastfeeding - preparation and the early days webinar

what you'll learn...

- How your body prepares for breastfeeding
- Why is breastmilk so amazing?
- Skin-to-skin and starting your breastfeeding relationship
- How to latch successfully
- Understanding nipple tenderness



In this webinar we talk you through how your body prepares to breastfeed your growing baby and discuss the amazing properties of breastmilk - it's not just food it's medicine!

We explain why skin-to-skin contact at birth is so important, and how frequent feeds in the first day's help get things off to a good start. We demonstrate how to comfortably latch your baby on for a feed and take you through a range of feeding positions, which can build confidence. We also explain what to do if you experience issues such as soreness.



no harm nipple balm

Midwife developed instant relief and protection
for breastfeeding mums.

one handed
pump is hygienic
and convenient.

rich moisturising
rich serum glides on
easily and doesn't
drag sore nipples.

made with
highest medical
grade lanolin that
acts as a natural
and protective but
breathable barrier.

providing fast
relief and protection
from sore and
cracked nipples when
breastfeeding.

tasteless and odourless,
so there's no need to wipe this
nipple cream off before feeding.

100% naturally
derived and contains
only 3 ingredients.



No Harm Nipple Balm 30ml €20



how to expertly care for your newborn

You've spent nine months preparing for the birth of your child - picking a name, planning the nursery, buying clothing - getting ready to welcome him or her into the world. But, have you thought about what happens when your baby arrives? The reality for some – especially when you take your baby home for the first time – sometimes be an overwhelming experience. This doesn't need to be the case. We have developed two evidence based webinars to help you prepare for your newborn covering everything from their first day to their first weeks.



caring for your newborn -
their first weeks
with our 1 hour live webinar

caring for your newborn - their first weeks webinar

what you'll learn...

- How breastfeeding alters - frequency and growth spurts
- Keeping baby safe - co-sleeping and temperatures
- How to settle your baby
- When and how to bath your baby
- What to expect and signs your baby is unwell



There was lots
of really useful
information shared
in a friendly and
supportive way. We
found all of it helpful
and we now feel
more prepared.



★★★★★

no harm bum balm

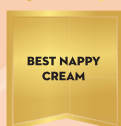
Midwife developed to protect and soften your baby's skin at every nappy change, helping to relieve soreness and redness.

newborns

from day one, to use at every nappy change.

hygienic

one handed pump solution.



the rich

but thin serum glides on easily without dragging baby's delicate skin.

highest medical,

grade lanolin acts as a natural and protective but breathable barrier, while the calendula soothes and relieves sore and delicate skin.

100% naturally

only 5 ingredients that are 100% naturally derived.



mum to be *gifting*

Bursting with joy, we've got the perfect mum to be gifts whether it's to help through pregnancy, prepare for birth, support recovery, or new mum journey.

We have so many ways to make her day.

gifts for pregnancy

1



1. Just for Bits Duo €36

Spritz for Bits (150ml) and Peri Prep Your Bits (30ml)

2



2. Skin Soothing Duo €37

Fanatic Skin Elastic and Keep your Cool (150ml)

3



3. Ultimate Collection €147

Includes: Labour Rollerball (10ml), Spritz for Labour (50ml), Spritz for Bits (150ml), Keep your Cool (150ml), Fantastic Skin Elastic (150ml), Soak for Bits (750g), No Harm Nipple Balm, (30ml), No Harm Bum Balm (30ml) and Peri Prep Your Bits (30ml)

gifts for birth + recovery

1



1. Hospital Bag Set €98

Includes: Spritz for Labour (50ml), Labour Rollerball (10ml), Spritz for Bits (150ml), Soak for Bits (750g), No Harm Nipple Balm (30ml)

2. Birth Recovery Duo €55

Spritz for Bits (150ml)
Soak for Bits (750g)

3



3. Labour Duo €28

Labour Rollerball (10ml)
and Spritz for Labour (50ml)

2



gifts for new mum

1



1. No Harm Bum Balm Trio €40
x 3 No Harm Bum Balms (30ml)

2. No Harm Nipple Balm Trio €48
x 3 No Harm Nipple Balms (30ml)

2



our midwife

gift edit



Hospital Bag Set €98



Look after
your bits trio
€66



Birth RecoveryDuo
€55



to help relieve, soothe and
support your loved one
through pregnancy, birth
and beyond.



Just for Bits
Duo
€36



Sick of it
Toolkit €44



Skin Soothing
Duo
€37



Fantastic
Skin
Elastic
€28

Labour Duo
€28



Spritz for
Bits
€24



Keep your
Cool
€20



Labour
Rollerball
€16



those little extras...



gift card

What better way of supporting someone special than to give them a My Expert Midwife e-gift card? Simply choose the value and leave the choice up to them.



build a gift

Build your own gift set, we've made it super easy for you to pick and mix your essentials for pregnancy, birth prep, labour, recovery and being a new parent and save 20% when you buy 3 items or more.



Your gifts will be delivered in our beautiful special delivery packaging, so undress it carefully.

If you want to build your own gift set then visit www.myexpertmidwife.com/pages/bundles

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