

Press Release

For Immediate release

The most eco-friendly water birth



If you are tempted by a water birth, you can now buy your own eco friendly carbon neutral birth pool. La Bassine is the best birth pool for the planet as it is made from eco-friendly vinyl which contains no phthalates, lead or cadmium, making great for you and your new baby too.

A new concept in birthing pools, La Bassine™ was designed by a mum, Carine Pouypoudat (seen in picture). Carine says, *"I designed La Bassine to create an intimate and soothing birth environment like no other. It is comfortable, and gives you a private space to labour."* If you have worries about the safety of water birth, Carine says, *"Birthing pools have been around now for more than 20 years. Studies consistently show that labouring in water"*⁶

- *reduces the need for medication in labour*
- *Reduced rates of perineal trauma*
- *Bring high satisfaction for mothers and midwives*
- *And more importantly do not increase the risk of infant/maternal losses.*

Today, the use of birth pools at home or in hospital is widely accepted by the NHS."

La Bassine's cocoon-like shape gives you an intimate space with plenty of room to move, and won't over tax your hot water system. The inflated floor gives you the comfort you need during active birth positions such as kneeling and squatting. The pool allows you to have the perfect water depth to fully cover your belly. Two solid handles, exactly where you need them, help you change position and give you something to grab onto while you push.

"The pool was my sanctuary, I felt warm, safe and in control which was how I wanted it."

Rachel from Swindon

And if you thought that a birth pool was something you could use only once, think again. As you get bigger, you'll find its larger capacity ideal for a relaxing soak. There's space to practice some aqua natal exercises and relaxation techniques. After the birth, you and your baby can enjoy fun in the pool too.

La Bassine is available in the UK from Made in Water, www.madeinwater.co.uk.

##Ends##

Notes to Editors

1. For media enquiries, email Antonia@acpr.co.uk or call Antonia on 07900 580668.
2. Made In Water, 129 Verdant Lane, London SE6 1JE email carine@madeinwater.co.uk
3. About Made in Water: The company was founded by Carine Pouypoudat in June 2004, initially focussing on La Bassine, the eco-birthing pool. A best selling birthing pool worldwide, La Bassine is recommended by midwives for its practical features and its unique cocoon like design. It is widely accepted in hospitals and birth centres. Since then the range has expanded enormously, so Made in Water now offers everything natural and fair trade for your birth and your baby.
4. The La Bassine Essential Kit (Price: £100.95) contains everything you need for a wonderful waterbirth:
 - La Bassine birthing pool.
 - Electric pump to inflate your pool in 5 mins!
 - 15m eco hose: No Lead, Cadmium or Phthalates.
 - Tap connector to fit your hose to your mixer tap.
 - Water pump to empty your pool easily.
5. Shipping and delivery: Our birthing pools and pillows are delivered using well known courier. A fee of £5.95 is charged for all such orders. A signature is required at time of delivery. Smaller products such as Earth Mama are sent via Royal Mail (First Class UK only). Orders placed Monday to Thursday before 11am will usually be dispatch same day.
6. Data is for healthy mums and babies, even if mum leaves the pool to give birth.