



Infant Massage Information Service (IMIS)

Biography

Heidi McLoughlin

Founder of the Infant Massage Information Service

It was the persistence of potential customers that prompted Heidi McLoughlin to open Infant Massage Information Service (IMIS) in 2000. Heidi entered the niche infant massage industry over ten years ago after working in the travel industry. In the eight years Heidi has run the business, she still has the same excitement and fervor for providing the unique service as she did on day one.

Heidi used to work in the travel industry, but eventually acknowledged that the corporate nine to five routine wasn't the lifestyle she wanted. She decided to pursue her interest in natural therapies and enrolled in a massage course which she attended after work.

During the course Heidi completed a workshop focusing on pregnancy, post-natal and labour massage, which shifted her attention to massage in young families. Shortly after the course finished she learnt about infant massage and was instantly enthralled by the topic. She began researching the benefits and best techniques for infant massage. Then in **1998**, Heidi took a leap towards the infant massage industry, resigning from her travel job to teach private parent massage classes. It proved to be a smart move escalating into a full-time job and business for Heidi.

It began casually with Heidi teaching parent classes from home and offering home visits to parents who found it difficult to leave their house with an upset baby. However word about her infant massage classes quickly spread. Unable to accommodate the number of parents interested in the classes, Heidi began teaching at hospitals, community centres and clinics.

After working in infant massage for 12 months Heidi started receiving calls from individuals seeking infant massage training. Teaching only parent classes at the time, Heidi informed them that she didn't provide such services. Over the next few months however, the calls persisted and Heidi eventually gave in.

It was at this point that Heidi formally set up IMIS and she hasn't looked back since. In the eight years that IMIS has been in operation Heidi has taught hundreds of people infant massage. Heidi continues to be fully involved in all operations and services offered by the information service, offering ongoing support to all students and customers - even offering free phone support to people purchasing the products and trying to massage infants at home.

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