



## **Infant Massage Information Service (IMIS)**

**Media Release, September 2009**

### **Infant Massage Information Service (IMIS) offers free infant massage demonstrations**



The Infant Massage Information Service (IMIS) will be holding a series of free infant massage demonstration sessions for parents at Cairns Base Hospital on 4<sup>th</sup> and 18<sup>th</sup> October 2009.

Each session will include a massage demonstration and a presentation about appropriate oils to use for infant massage, when and how long to massage for, and importantly, the benefits of massage for babies.

Significantly, research shows that infant massage can have a positive impact on the person performing it, providing a high level of satisfaction for the baby and masseur<sup>1</sup>. It also has multiple benefits for infants and can positively influence physiological processes such as circulation and improve immune function<sup>2</sup>.

Heidi McLoughlin, the founder of IMIS, has worked in the industry for over ten years and continues to get the same excitement and satisfaction from educating people about the latest techniques and health benefits of infant massage as she did when she began. "Infant massage is a wonderful way for people to bond with their children and it can also be a very fulfilling job for people looking to explore alternative career paths," says Heidi.

Parents are invited to attend the session with their infants and expectant parents are also welcome to join in. Limited spaces are available so parents must phone to reserve a position. The sessions are currently scheduled for 10am, 11am and 12pm.

#### **Event Details**

**Who:** Infant Massage Information Service (IMIS)

**What:** Free infant massage demonstration for parents

**Where:** Cairns Base Hospital

**When:** Sunday 4<sup>th</sup> & 18<sup>th</sup> October at 10am, 11am and 12pm

**For more information or to make a reservation visit:**

**[www.babymassage.net.au](http://www.babymassage.net.au) or call 1300 558 608**

#### **About Infant Massage Information Service**

Established by Heidi McLoughlin in June 2000, the Infant Massage Information Service (IMIS) provides the most recent research and techniques for professionals and individuals who would like to teach or perform infant massage. IMIS offers a range of certificate training courses and also sells a range of educational products. Infant massage has been practiced for centuries in countries such as India. It involves soft tissue manipulation using a range of movements including strokes, kneading and pressure on the infant's body. Research shows that infant massage has numerous health benefits including improved sleep, digestion, circulation and muscle toning. It also encourages positive parent-child interaction.

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<sup>1</sup> Livingston, K. et al, 2007, 'Touch and Massage for Medically Fragile Infants', Evidence-based Complementary and Alternative Medicine (eCAM), viewed 16<sup>th</sup> October 2008, <<http://ecam.oxfordjournals.org/>>

<sup>2</sup> Field, T.M. 1998, 'Touch Therapy Effects on Development', International Journal of Behavioural Development, Vol 22, No 4, pp 779-797.

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