



Infant Massage Information Service (IMIS)

Media Release, February 2009: 2 pages

Infant Massage Growing Trend and Career in Australia

According to Census data, infant massage is a rapidly growing trend. The number of complementary health therapists, including infant massage practitioners, has increased substantially since the mid 90s from 500,000 in 1995 to 750,000 people in 2005¹. This is no surprise to Heidi McLoughlin, founder of Infant Massage Information Service (IMIS). In the eight years she has run the service Heidi has trained hundreds of individuals in infant massage, providing them with the tools to teach and practice the unique service.

In regards to the physical benefits of massage for infants, researchers have found that infants experience improved function of the respiratory and digestive systems, reduced levels of stress hormones, enhanced ability to learn, and reduced crying time (a benefit welcomed by many parents used to walking the hallway at all hours of the day and night).

“People are becoming increasingly interested in natural therapies and infant massage in particular,” says Heidi. “As the knowledge of the industry continues to spread, I’ve found that more people are training in the service to meet the demand”.

Offering three day courses, intensive courses and correspondence courses for infant massage, IMIS has trained parents, natural therapy practitioners and even corporate accountants and scientists.

Its not just the people working in alternative therapies who are curious about infant massage - we often have accountants, professionals and parents doing the courses because they want to explore other career paths”, says Heidi.

“A career in infant massage offers great earning potential” says Heidi. When Heidi began working in the industry she was able to earn more money working three part-days a week than she would have if she had been working full time. “The flexibility infant massage allows also makes it an ideal occupation for individuals unable to work every day” she says.

“Infant massage is an excellent way to make a living, but aside from the financial benefits it’s also a very satisfying job” says Heidi.

Significantly, research has shown that infant massage can have a positive impact on the person performing it and provides a high level of satisfaction². It also has multiple benefits for infants and can positively influence physiological processes and improve immune function³.

**For more information or to sign up for a course visit:
www.babymassage.net.au or call 1300 558 608**

¹ Australian Bureau of Statistics, 2008, 'Australian Social Trends, 2008: Complementary Therapies', viewed 15th October 2008, <<http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4102.0Chapter5202008>>

² Livingston, K. et al, 2007, 'Touch and Massage for Medically Fragile Infants', Evidence-based Complementary and Alternative Medicine (eCAM), viewed 16th October 2008, <<http://ecam.oxfordjournals.org/>>

³ 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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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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