



*e)expectancy* Ltd

**Expectant Parents' Complementary  
Therapies Consultancy**

## **Introduction**

It is estimated that over 50% of pregnant women use complementary therapies for relaxation, and to ease symptoms such as “morning sickness” and backache. In labour, complementary therapies help to ease pain and aid progress, and after delivery can facilitate breastfeeding and adaptation to motherhood. Research suggests that regular complementary therapy treatments in pregnancy may help labour to start spontaneously and progress well, so that the birth will be normal with fewer complications.

Complementary therapies offer mothers additional choices to make birth as normal as possible, reducing the need for interventions such as induction of labour, and avoiding complications which lead to Caesarean section. Midwives in several UK maternity units now offer aromatherapy, reflexology, acupuncture, hypnosis or shiatsu for mothers in labour. Complementary practitioners often wish to specialise in treating pregnant and newly-born mothers, and doulas frequently use complementary therapies when accompanying mothers during childbirth.