



Congratulations to Kate, the Duchess of Cambridge who gave birth naturally, and was reported to use hypnobirthing cds

KATE MIDDLETON SETS TREND WITH UK HYPNOBIRTHING METHOD

The UK method of hypnobirthing known as **Natal Hypnotherapy™**, is expected to become the standard for expectant mums keen to follow The Duchess of Cambridge's reported preference for natural birth preparation techniques that also include yoga, Pilates and water birth. The award-winning **Natal Hypnotherapy™** method is recommended by over 3,000 midwives and its practitioner training received Royal College of Midwives accreditation in March this year.

Natal Hypnotherapy™ is the UK's leading approach to hypnosis for birth, developed in 2000 by British clinical hypnotherapist and mother of five, Maggie Howell, working with UK midwives and other birth professionals. Over 100,000 women have already used the cost-effective [Natal Hypnotherapy™ Birth Preparation Programme](#) (set of four CDs or MP3 downloads), which at £40 costs about the same as four economy packs of nappies, as well as its [comprehensive range of single CDs](#) (RRP £11.99) or MP3s (RRP £10.00).

The easy-to-use British **Natal Hypnotherapy™** method is a self-help, digital modular system designed to fit into the hectic lifestyles of techno-savvy women both inside and outside their home. Its choice of [CDs and MP3s](#), available for pregnancy care, birth planning, active labour and post natal support, are 'easy on the ear' of UK women soothed by the gentle tones of Maggie's English voice. So personal, convenient and economic. Some US-derived methods invite couples to attend an ante natal course and use some non-native language, so, for example, 'contraction' become 'uterine surge or wave'.

Natal Hypnotherapy™ helps couples prepare both emotionally and physically for birth by teaching them practical self-hypnosis and relaxation techniques. Studies suggest that hypnotherapy for birth can result in reduced stress, fear and anxiety about labour, and better management of pain, which in turn results in less use of pain relief methods, less intervention during birth and, as a result, lower levels of post natal depression. Traditional ante natal education models have tended to lack this practical, personal and emotional support component.

This modular system is used as a complement to existing UK maternity antenatal services. The choice of **Natal Hypnotherapy™** module depends upon birth plans and accommodates hospital, birth centre and home births as well as caesarean, vaginal birth after caesarean (VBAC) and twins. Specific modules are offered to manage morning and for post natal support.

