

Sing, smile & talk



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Your voice will be your baby's favourite sound; he/she will already be familiar with it from the womb.

Cooing and hushing noises help to remind your baby of the sounds of the womb. Talking in "mother-ese" encourages your baby to make his/her first sounds. Repetition of sounds is important.

Sing, smile and laugh with your baby. Celebrate your love together. Your baby is learning all the time from the tone and rhythm of your voice.

Massage & Cuddles



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Skin contact is the most simple way to communicate to your baby that he/she is loved and cared for. While in the womb, your baby will have enjoyed constant skin contact, rocking and movement. Your baby craves this after birth. Skin contact helps to soothe, relax and calm your baby due to the production of feel-good hormones and the reassurance that warmth, the sound of the heartbeat and body movement brings.

Massage is a great way to relax your baby and provide him/her with eye contact, smiles and songs.

Parent & Baby Perfume



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You smell delicious to your baby and studies show that you will be chemically attracted to the smell of your baby too!

Holding your baby often, having regular skin contact and massage enables your baby to recognise your smell and helps increase the bonding process between you.

Smell is often unrated as a sense, but it links with the emotional centre of our brain and can help to calm, soothe and reassure.

Baby Gazing



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You are gorgeous to your baby!
Babies are naturally attracted to human faces and the shapes and colours that make up our features.

Your baby loves you to make eye contact with him/her so he/she can learn about you, your emotions and to communicate his/her trust and love for you.

Looking into your baby's eyes helps create a strong emotional attachment which is important for your baby's emotional state and self regulation.

Oxytocin: The love hormone



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Many studies with mammals show that the hormone oxytocin plays a huge role in helping create social relationships. It is produced in large quantities in labour, during breast feeding and when you have skin contact with your baby.

Touching and massaging your baby is a great way to boost oxytocin levels which make you and your baby chemically more attracted to each other. It also helps to relax you both too. It is known as the "love hormone" as it helps to encourage bonding.