

# Mums neglect themselves in favour of family, says MamaBabyBliss

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## GREAT MOTHER'S DAY GIFT IDEA

16 February 2009 - Three quarters (76.6%) of mums feel that they neglect themselves in favour of putting their families first with 60% of mums spending less than 30 minutes on themselves per day and a quarter of mums having a mere 15 minutes or less to themselves daily.

These are the findings of a survey of 475 mums conducted by MamaBabyBliss (<http://www.mamababybliss.com>), a company dedicated to the well-being of mothers and babies. 67.5% of the mums questioned said they only treated themselves to a pampering session - like a massage, beauty treatment or long soak in the tub - 'a few times a year' or 'never'. 93.6% of the mums questioned said that they wish they had more time to pamper themselves.

"Mums find it very hard to spend time on themselves due to the daily demands of life. But often, even if they have the time, they feel guilty about not spending it with their children or partner or getting on with the next set of chores," explains Justina Perry, founder of MamaBabyBliss. "Mums need to give themselves permission to have time off and to look after themselves, whether it's a long walk on their own, a beauty treatment, yoga class or bubble bath. After all, happy relaxed mums make happy relaxed families."

This Mother's Day, MamaBabyBliss urges all mums – particularly new mums - to give themselves a gift of regular time off. "It would be lovely for mums to get some 'me time' on Mother's Day, but more importantly, they should carve out time on a daily, weekly and monthly basis so that regular time for themselves becomes a habit, rather than an occasional treat," says Justina.

To help mums pamper themselves, MamaBabyBliss is offering a special Mother's Day Treat Box ([http://www.mamababybliss.com/item\\_details.php?id=286&cat\\_id=xx&sub\\_cat\\_id=151](http://www.mamababybliss.com/item_details.php?id=286&cat_id=xx&sub_cat_id=151)) that includes 'Mmm' mummy massage oil, 'Ooh' Bath Soak, 'Aah' Soothing Balm, a 'Pampering in Progress' door hanger and a warm fig and plum soothing scented candle. All the products are presented in a beautiful white keepsake box. The MamaBabyBliss Mother's Day Treat Box costs £40 and is available online at [www.mamababybliss.com](http://www.mamababybliss.com). In addition, MamaBabyBliss will be offering 20% off all purchases during the month of March to encourage mums to treat themselves.

The MamaBabyBliss pampering products are made with natural active ingredients, all of which are ethically sourced, and are entirely free of chemicals found in similar products. The products are manufactured in the UK, are not tested on animals, are free of chemicals and are safe for breastfeeding mothers. They do not contain mineral oil, paraffinum liquidum, petrolatum, Sodium lauryl/laureth sulphate or parabens\*. They are packaged in glass bottles for easy recycling with bio-degradable bubble-wrap for protection.  
~Ends~

Editors Notes:

The MamaBabyBliss range has been developed by therapist Justina Perry. The products are manufactured

professionally under stringent H&S conditions in the UK. Justina holds ITEC Diplomas (with Distinctions) in Anatomy and Physiology and in Holistic Massage. She has a Guild of Infant and Child Massage Teaching Certificate in Infant Massage and a Birthlight diploma in Baby Yoga. She also holds Diplomas in Pregnancy massage, Toddler Massage and Indian Head Massage.

Justina is a mother-of-four and her inspiration for the company came when she gave birth to her youngest daughter. Having completed an infant massage course with her baby daughter Alana, she became a passionate advocate of the benefits of massage. However, when it came to her own pampering' (which she was in desperate need of as a new mum) she realised there was nowhere that catered for new mothers at a time when they need TLC the most.

This inspired her to undertake her training in baby massage, baby yoga and holistic massage, specialising in pregnancy and post-natal treatments. Passionate about working with new mothers and babies, Justina has nurtured and pampered many mothers and babies through massage, yoga and other treatments. The MamaBabyBliss skincare range was developed in response to mothers needs for safe and natural products for their babies and for themselves.

For more information on Justina and MamaBabyBliss please take a look at her website at [www.mamababybliss.com](http://www.mamababybliss.com)

\*What we will never use and why:

Mineral oil , paraffinum liquidum or petrolatum

These are all petroleum-derived and we hate the idea of putting that on our own skin, let alone a baby's, which is thinner than an adults so will absorb more chemicals. Also mineral oil is not absorbed readily by the skin, instead, it creates a film on top, which prevents the skin from breathing and so can cause dryness, irritations and rashes.

Sodium lauryl/laureth sulphate

SLS/SLES is a commonly used foaming agent in today's soaps, toothpastes cleaning detergents and shampoos including many baby ones. Studies have revealed that SLS can also cause skin irritations (SLS is used in testing-labs as the standard skin irritant to compare the healing properties of other ingredients!). It can also aggravate dermatitis, eczema and psoriasis in sensitive young skins.

Parabens

Parabens are preservatives commonly found in many toiletries including baby products. British researchers have found traces of parabens in tissue taken from women with breast cancer. Although there was no firm evidence that parabens can cause cancer, the scientists were concerned enough to call for the use of parabens to be reviewed. Personally, we'd rather not take the risk. Our preservatives are bio-degradable and all permitted by the British Soil Association.

For further information and high resolution images please contact:

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