

"The babe in arms is a channel through which the energies we call fate, love and reason visibly stream" -Ralph Waldo Emerson

Tender Loving Care

August 2016



infant massage usa®
"It's amazing!"

Survey Says?

In the interest of best serving our readers and their needs, Infant Massage USA would like feedback on the newsletter. This ten question survey should take less than five minutes and would ensure that the content of the newsletter contains information you find most useful. The [survey](#) will be available until October 1. Thank you for your time!

CEIM Spotlight: Calina Selmanson

Q: How long have you been a CEIM?

I am a new CEIM. I've been certified for just about 1 year.

Q: What's been the most effective way to get parents in your classes?

As a postpartum doula I have the chance to work with new families in their homes. This work allows me to discuss the benefits of infant massage with parents, relating specifically to their child. At the moment I am working on forming a class with the families I currently and recently have worked with.

Q: What's the funniest thing to happen to you or a parent in your class?

Many funny moments already. Really audible gas release during the "Gas and Colic Routine" stands out. This has happened several times and always gets a laugh and a sigh of relief!

Q: What's the most rewarding part of being an infant massage educator?

Becoming a CEIM has really been an amazing compliment to my postpartum doula practice! It is incredible to be able to witness the bond that is forming

This issue:

- Newsletter Survey
- CEIM Spotlight
 - "The Importance of Skin Stimulation"
 - "27 Ways to Find New Clients on Social Media"
 - "Opposite of Addiction"
- Quick Notes

Recalls

World Map
w/ Magnets

Starbucks
Steel Straw

Cecil & Lou
Nightgowns

Lorex
Baby Monitor

Trainings



Refer a friend to a training near him/her! For more dates, click [here](#).

[Northampton, MA](#); August 16
[Grand Rapids, MI](#); August 24
[Highland Hill, OH](#); August 24
[Ashland, OR](#); August 26
[Anchorage, AK](#); September 15
[Miami, FL](#); September 20
[Chicago, IL](#); September 27

and deepening, between parent and child, with each week that passes. [...] Seeing a parent who once may have struggled with a "colicky" baby discover that they can utilize such a simple yet powerful tool to calm their child. This scenario always makes me beam with happiness!

The Importance of Skin Stimulation

By Vimala McClure for [IAIM](#)

Skin sensitivity is the earliest developed and most fundamental functions of the body. Nurturing stimulation of the skin is, in fact, essential for adequate organic and psychological development, both for animals and human beings. When asked what he thought of infant massage, anthropologist Ashley Montagu commented, "People don't realize that communication for a baby, the first communications it receives and the first language of its development, is through the skin. If only most people had realized this they would have all along given babies the kind of skin stimulation they require."

Behaviorally, mammals tend to fall into the "cache" or "carry" type. The caching species leave their young for long periods while the mother gathers food. The infants must remain silent for long periods of time so as not to attract predators, therefore they do not cry. For the same reason, they do not urinate unless stimulated by the mother. In addition, the young have internal mechanisms that control their body temperature. The mother's milk is extremely high in protein and fat, and the infants suckle at a very fast rate. [Read More...](#)

To read this and other articles by our founder, click [here](#).

27 Ways to Find Clients on Social Media

By Nesha Woolery

One of the best ways to get the word out about your infant massage business is to use social media to your advantage. It's free, it's simple, and it's powerful. For readers who are new to social media, start small on platforms you are familiar with like Facebook or Pinterest. For more

[Spartanburg, SC](#); October 13
[Harrisonburg, VA](#); October 27
[West Melbourne, FL](#); November 10
[Pittsburgh, PA](#); November 15
[Northampton, MA](#); November 29

Conferences

International Association of Infant Massage

(IAIM): [Educational Conference & General Assembly](#); Paris,

France: October 24- November 1, 2016

Zero to Three: Annual

[Conference](#); New Orleans, Louisiana: December 7-9, 2016

Helpful Links

- [CSEFEL](#)
- [Healthy Mothers, Healthy Babies](#)
- [International Association of Infant Massage](#)
- [Mothering NCAST National Resource Center Zero to Three](#)

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experienced social media users, consider adding a newer platform like Snapchat and Periscope.

Here, graphic designer Nesha Woolery shares some tips on how to use Twitter, Facebook, Pinterest and Periscope to reach new customers:

It's all fun and nice talking about getting clients through social media, but I want to show you it can be done and I want to share *how* you can do it.

This article is for the [people who] think social media marketing is only beneficial for product-sellers.

It's for the people who like the idea of social media marketing but have never actually implemented it. [Read More...](#)

Opposite of Addiction

By Jonathan Davis for [Uplift](#)

Right now an exciting new perspective on addiction is emerging. Johann Harri, author of *Chasing The Scream*, recently captured widespread [public interest](#) with his Ted talk [Everything You Know About Addiction Is Wrong](#), where he concluded with this powerful statement:

"The opposite of addiction is not sobriety. The opposite of addiction is connection."

These sentiments are augmented by a growing number of experts, including addiction specialist Dr Gabor Maté, who [cites](#) 'emotional loss and trauma' as the core of addiction. Compare this 'emotional loss' to Johan Harri's idea about lack of connection and it is clear they're talking about a similar emotional condition. [Read More...](#)

This article was originally posted on the Infant Massage USA [Facebook Page](#). Be sure to Like the page to read this and other articles like it.

Quick Notes

Baby Smile

[Watch](#) how a baby reacts to his mother's touch. It's truly beautiful!

33 Genius Kid/Baby Hacks

Taking care of tiny humans is no joke. Check out these hacks to keep kids safe and happy--- and keep you sane!

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