

# Tender Loving Care

July 2014



infant massage usa®  
"It's amazing!"

## Sensational Baby Sneak Peek

Last month, there was a great discussion on the [Facebook CEIM support page](#) on successful ways to market infant massage classes. Several educators voiced concern about how to get parents into classes.



We're excited to announce that in the next few months, Infant Massage USA will launch a new look for our parent/baby classes

called Sensational Baby. Co-author Rachel Rainbolt explains that "Sensational Baby is the new infant massage class program based on Vimala's work [...] it's a curriculum and marketing package for CEIMs to use to teach a very marketable and well rounded class consistently across the country".

In the new Sensational Baby Marketing Playbook, writers Rachel Rainbolt and Linda Storm worked with marketing professionals to list specific ways to market yourself, targeting the problem on how to find parents and get them in your classes. They've listed ideas of people and organizations with whom to make strategic alliances, places to host classes, marketing ideas, and online marketing concepts. Here are a few ideas on how to find parents for your classes:

- Introduce yourself to local doulas and midwives
- Contact local mommy bloggers
- Offer a deal on Groupon
- Build your own website to link with the IMUSA website

Sensational Baby will be available for purchase by this Fall! In the meantime, check out Rainbolt's [website](#) for a great example of Sensational Baby in action.

*Do you have a question for other CEIMs? Ask it [here!](#)*



## This issue:

- Sensational Baby Sneak Peek
- Fed Ex Perks
- Sunscreen Safety
- *What's Going on in There?*
- Hot Car Dangers

## Tummy Trouble Kit

This kit includes a onesie, CD, & booklet. It's perfect for parents with fussy babies. Proceeds support IMUSA!



## Recalls



Big Sword Firework Fountain



IKEA Children's Bed Canopies



Playtex Pacifier



Walmart Cuddle Care Dolls

## Conferences

Zero to Three: [Supporting Healthy Development](#); San Francisco, CA; September 22

## Printing Perks!

**FedEx** We have a new corporate relationship with FedEx US wide. This was born out of a need for secured and professional printing and delivery of our Sensational Baby materials. Benefits include:

- FREE shipping within 30 miles!
- Webinars to walk you through all of the FedEx services
- Printing costs at 40-50% less than retail
- The ability to upload materials from your computer to create and house all your printable materials.
- A variety of printing options including letter head, business cards, posters, holiday cards, reports, forms, brochures, manuals, presentations, laminating, banners, signs, vinyl lettering, etc.
- A resource library of materials: IMUSA will be able to upload branded materials and fliers for ALL our members. The best part is these documents and fliers will be editable for YOUR contact information.
- Our own FedEx support person, Jonathan Cisneros, who can be reached on his cell, 818-297-0187, or by email, [Jonathan.Cisnero@FedEx.com](mailto:Jonathan.Cisnero@FedEx.com). He travels across the country and will arrange free webinars in cities where groups can be arranged.



To take advantage of these benefits, all you have to do is open the forthcoming email from FedEx, click on the link provided and create your membership login. The link will also be on our resource page once the details have been finalized. Let the savings begin!

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## Sunscreen Safety

by Mandy Velez of *The Huffington Post*

Spray sunscreen may take half the time as lotions to apply, but health officials are unsure if they're completely safe.

The Food and Drug Administration announced their investigation of spray sunscreen safety in 2011, but have yet to release a verdict. However, Consumer Reports recently issued a warning against the sprays that advises parents to stay away from using them on children.

"We now say that until the FDA completes its analysis, the

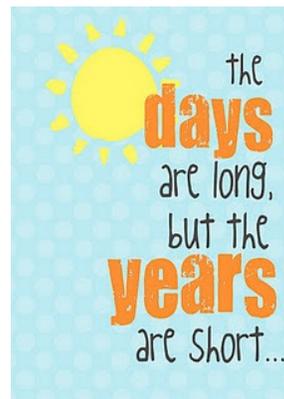
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IAIM: [Educational Conference & General Assembly](#); Costa Rica; October 16-21

Lifespan Learning Institute; [Cultivating Loving Connections](#); Los Angeles, CA; January 31, 2015

## Helpful Links

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



products should generally not be used by or on children," says Consumer Reports. "We have also removed one sunscreen spray -- Ocean Potion Kids Instant Dry Mist SPF 50 -- from the group of recommended sunscreens in our sunscreen Ratings, because it is marketed especially for children."

Consumer Reports tested sunscreens in the past and found that those containing titanium dioxide and zinc oxide could have nanoparticles -- particles known for causing developmental issues in animals. The FDA's analysis will determine whether these chemicals are more harmful in spray form, since they're more likely to be inhaled by kids. [Read More](#)

## What's Going on in There?

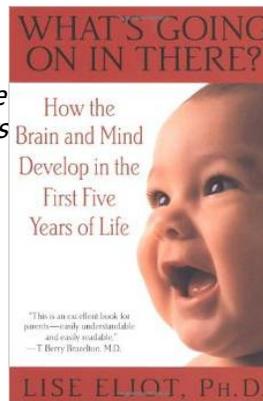
review by Jenna Peterson, MA, CEIM

During infant massage, the sensory system we are stimulating the most is the tactile system. [*What's Going On in There? How the Brain and Mind Develop in the First Five Years of Life* by Dr. Lise Eliot], is broken into many different areas of how external inputs impact our brain development, however, I chose to focus on the importance of touch. Our touch experiences early on determine the extent of possible tactile sensitivity and overall quality of brain development for our future.

Through many research studies, we now know that tactile contact, not nourishment alone, is what bond infants to their caregivers. Research also has confirmed that touch is not only essential for the development of the sensory-motor cortex but also has a great influence over physical growth, emotional well-being and cognitive development as well as immune function. Without appropriate touch input, development is negatively altered.

Additionally, research has shown that massaging your infant daily, whether [s/he is] premature or full-term, has proven cognitive benefits on memory and sensory discrimination skills. Research conducted on infants that were massaged vs not massaged and then given a cognitive task, such as a novelty preference, outperformed the latter. (Novelty preference is when one auditory-visual stimulus changes and a new one appears). Researchers state that novelty preference actually predicts later IQ better than any other infant skill.

Understanding the impact of touch on the brain will allow me to infuse simplified brain developmental information into my courses.



# Hot Car Dangers

by Jan Null

We've all heard about an isolated incident of a child dying in a hot car. However, when put into a nationwide context these cases constitute an epidemic, claiming on average 38 innocent lives every year in the United States. Since 1998, more than 559 infants and children have died horrible deaths due to heatstroke inside hot vehicles. But you can help save precious lives!



Many of these tragedies intersect with the early childhood education and childcare communities. More than half of juvenile vehicular heatstroke fatalities occur when a caregiver is somehow distracted and accidentally leaves a child in a vehicle. And in nearly half of these cases, the child was supposed to be dropped off at either childcare or preschool. These cases happen to parents, grandparents, siblings, and childcare providers. It is often a matter of a change of routine, where normal patterns of travel and drop-off responsibilities have been altered. Combined with a busy, distracted driver, and a child who may be quiet in the car's back seat, it can be lethal. [Read More](#)

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