

Natural Birthing Company supported in developing innovative skin treatments for Mums-to-be

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The first midwife-developed line of naturally based skin treatments for ‘mums-to-be’ and new mums is being well-received in the market place following support through the Invest Ashfield & Mansfield ‘Ambition’ programme.

The Directors of Kirkby-in-Ashfield based Natural Birthing Company Ltd, Theresa Mounsey and Jane Mason, are two experienced midwives passionate about inspiring confidence and positive birth experiences via a safe and natural holistic approach to maternity care. This initially led to them starting the business to provide professional maternity services with an emphasis on techniques such as HypnoBirthing and Aromatherapy.

The experiences from this business, including customer feedback, led them to spot a gap in the market: providing expert care at home for ‘mums-to-be’ and new mums through targeted quality skin treatments. There followed a period of product development using naturally based ingredients such as rosehip oil, lemongrass, frankincense and calendula. The Directors then sought the services of a specialist consultant to take the products to market, leading to the development of four products from ‘Cool it Mama’ to ‘Bosom Buddies’ breastfeeding survival kits.



The products were launched earlier in 2014, after extensive testing. This included attendance at specialist trade fairs in Harrogate and Olympia in London visited by major retailers. The products were well-received and an order has already been placed by John Bell & Croyden: an Oxford Street retailer and supplier to royalty. The business and its products have been shortlisted for a national award and will also feature in the 'You Magazine' of the Mail on Sunday.

The Invest Ashfield & Mansfield 'Ambition' programme provided support from a very early stage in the business' development through its network of business support contacts as well as more direct mentoring support accessed through the [Entrepreneurs' Forum](#). This led to the development of a detailed business plan that, along with the Directors' enthusiasm and professionalism, was instrumental in securing a grant under the [Grants to Support Innovation scheme](#) to help finance the product development work and marketing activity.

Theresa and Jane confirmed the importance of the assistance received, stating: "Without the on-going professional and financial support through the [Ambition programme](#) we would not be in the position that we are today with the products launched and well-received by the market and more orders imminent."

Want to find out more?

Invest Ashfield and Mansfield's free service can provide support if you are looking at business development plans through [a variety of schemes](#) including grant support linked to business innovation/productivity. To find out more please contact us on: 01623 463813 or e-mail: ptopliss@mansfield.gov.uk.

