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Spa Time Baby Massage Line Now Available

Turning Bath Time Into Spa TimeSM

Port Richey, FL – October 28, 2009 – Spa Time Baby®, known for its bath time cape that helps keep infants safe, secure and warm, announces its Massage Line of products to further create a nurturing, loving environment during this special, bonding time. The Massage Line includes massage oil, a baby bath CD and an instructional DVD that helps new parents learn how to massage their infants for the best possible results.



Infant massages create a relaxing, pampering and nurturing experience for you and your baby. They also help to promote bonding and attachment, stimulate brain development and improve sensory awareness. The added bonus can even be a better night's sleep and therefore, improved health.

Spa Time Baby's 47 minute massage video, "It's Baby Time", is an exciting experience for any parent and infant because it features massage, exercise, karaoke sing-alongs and animation. Instructor, Jenny Wilmer, licensed massage therapist, yoga teacher and mother, leads you through the video, "It's Baby Time". The DVD also includes techniques to address common issues such as colic, teething, asthma, chest congestion and constipation. The DVD features three routines that focus on infant massage and exercise: The Joy routine: energizing and fun, The Peace routine: sedating & relaxing, and Exercises: tone & stretch with your baby.

The Spa Time Baby Massage Line also includes a [Baby Bath Spa CD](#) featuring tranquil and calming music that helps to create a relaxing environment, stimulate brain development and improve sensory awareness. The video and music CD go hand in hand with Spa Time Baby's all-natural Baby Massage Oil which contains vitamin E, fruit and vegetable oils such as coconut, almond, apricot, safflower and avocado oils.

Massage Tips from Spa Time Baby:

Debra Medina, co-founder, Spa Time Baby says, "Allow baby's physical and emotional cues to guide you through the massage. Your nurturing touch promotes bonding and attachment. Baby is learning about love and security through your comforting touch. Now is the perfect opportunity to pamper and show gentle loving care to your baby. While you will find what works best for you and your baby, below are some helpful tips to get started:"

- Choose a warm, quiet, draft-free place where you and baby will be comfortable such as the floor, a padded table, grass, beach, changing table or bed.
- Place baby on a towel, blanket, or a soft mat. The Spa Time Baby Mat is perfect for infant massage with a layer of waterproof fabric sandwiched between soft terry cloth and printed designer fabric.
- Opt for "edible oils" because babies put their hands in their mouths, and your skin is the largest of your body's organs. Spa Time Baby's All Natural Baby Massage Oil is wonderfully gentle, safe and the perfect choice for baby's delicate skin.
- Position yourself and baby so that you are both comfortable. You may prefer to kneel, sit cross-legged, legs stretched out straight, or to stand.
- Choose a time when you are not in a hurry, not likely to be interrupted, and baby is most in need of relaxing.
- Take a few deep breaths to relax before you begin. Stretch and shake the tension from your body.
- Relax! Don't worry about the process, enjoy the moment by starting with a "hello" touch from head to toe. Look baby in the eyes and speak gently.

- Using long strokes and soft circular motions with fingertips. Return baby's smile.
- If baby stiffens or becomes irritable, move to another area or wait for another time.
- Massage section by section and speak softly. Your calmness will be felt by your baby.
- Enjoy your special time together.

“Both Leslie Barile and myself founded Spa Time Baby out of true mom inspiration. Looking for a safe, cozy, and convenient way to bathe and dry my baby, the cape was born. Since then, we have continued to develop infant products that result in the strongest bonding and nurturing experience for baby and parents,” commented Debra Medina, co-founder, Spa Time Baby. “Our latest massage products are another example of our company's goal. We want parents to realize that massage is a technique to do together **with** baby, not **to** your baby and that bath time should not be a time of struggles – it should be a time of bonding together.”

About Spa Time Baby®

Debra Medina and Leslie Barile have spent the last 20 years dedicated to making a difference in the lives of children through their work in the public school system. They have built Spa Time Baby with the intention of reaching out to support children across the globe by consistently donating a portion of their products and proceeds to organizations dedicated to babies and children.

For Medina and Barile, it has always been about creating a nurturing, peaceful and calming environment for their babies and the students. As moms, they wanted to nurture and pamper their babies with spa inspired products and soon realized these spa products and services for babies and toddlers were hard to find. As a result, Spa Time Baby was created in order to bring these types of products to moms everywhere. Since the launch of the Spa Time Baby Cape, Spa Time Baby has expanded its products offerings to include the Mats, Cloths, Caps, massage products for babies and much more. For more information about Spa Time Baby, visit www.spatimebaby.com, www.spatimepets.com, or www.cozycarecape.com.

Spa Time Baby is a proud winner of the following prestigious awards:

