

Active Birth Pools



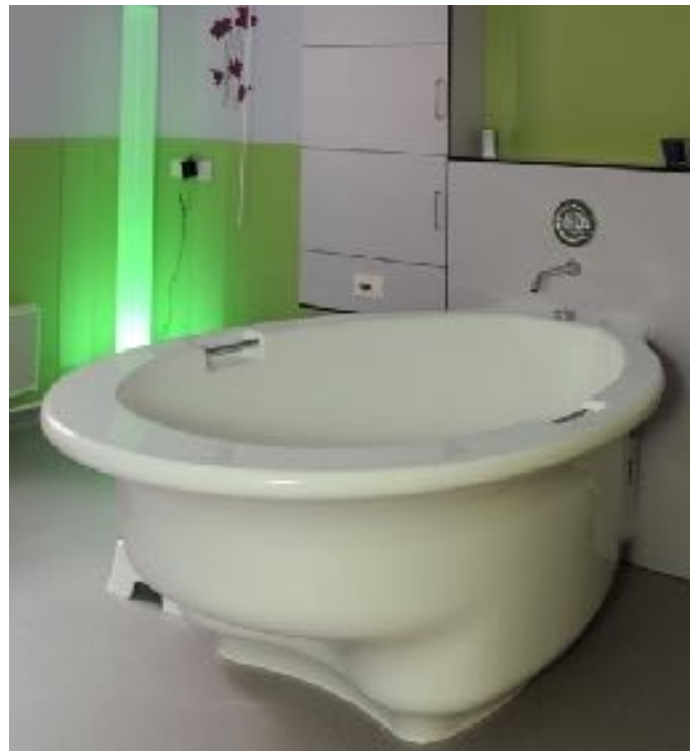
*If you're looking for a water birth pool
we're uniquely qualified to be of service*



Highly Commended

Our principles of Safety, Value and Performance make us the No.1 choice worldwide

Est. 1987 www.activebirthpools.com





Keith Brainin
Founder & Director

A simple pool of water.

Nothing is as effective in helping mothers cope with pain in labour.

The benefits of water for birth are well known.

Here are the facts...

- ✓ Relaxing in a deep pool of warm water can be a wonderful aid in labour. It's worth having a pool mainly for this reason.
- ✓ Using a birth pool helps mothers to manage pain in labour and considerably reduces the need for medical pain relief.
- ✓ The buoyancy of the water supports the mothers body weight allowing her to relax more easily and deeply. They can cope better with contractions and also rest more comfortably in between them.
- ✓ It's easier to use upright or squatting positions and move freely from one position to another, than it is on land.
- ✓ Being in a birth pool gives mothers an increased feeling of privacy and security. This enhances the secretion of hormones which stimulate uterine contractions and act as natural pain killers and relaxants.
- ✓ Fewer women need the help of obstetric interventions.

A birth pool is a safe, simple, inexpensive way to transform the birthing environment

Active Birth Pools have a major impact on the the quality of care and cost of having a baby

Mothers spend less time in hospital and are more likely to experience physiological labour.

Midwives enjoy greater job satisfaction.

Resources are employed more efficiently.

Hospitals optimise and economise.



“When asked about the history of birthing pools in hospitals, I first mention two key events:

- *In the 1970s, my visit to a sports shop in Pithiviers, the French town where I was practising: I bought a deep inflatable paddling pool and found a convenient space in the maternity unit to install it.*
- *The day when Keith Brainin realised that special bath tubs might be designed and commercialised to meet the needs of labouring women.”*

Michel Odent - author, obstetrician & water birth pioneer

We helped pioneer the use of water for labour and birth by designing the water birth pools that made this revolution in maternity care possible.

Since 1987 we've supplied thousands of water birth pools to hospitals worldwide & worked closely with clients and manufacturers to evolve & improve our capabilities.

We have achieved success by caring about every detail and keeping things simple.

Our experience over the past 30 years has given us a unique understanding of the needs of mothers & midwives and the safety regulations that must be adhered to.

We combine superior materials and bespoke manufacturing techniques to create beautiful water birth pools that are regarded as the benchmark standard world-wide.

Mothers and midwives love our water birth pools!



"The pool met all of my expectations. I'm convinced that the water helps you stay in control in the final stages."

S. Stone - Maida Vale, W. London

"Your birth pool made my labour so much easier I'd recommend it to every pregnant mother for her birth."

Jill Ireland - Bristol

"You clearly have a tub that is far superior to all the tubs we have found in the US -not only for patient comfort, but also for provider convenience."

Karen Werrbach Director, Women's Health Institute Rush-Copley Medical Center

"I can't tell you how much your pools have revolutionised birth. "

C. Wilson Midwife Dewsbury District Hospital

"Brilliant, like the wide rim so mums can sit on the side and swivel their legs around to get in and out, much safer. "

A. Bentley NHS Midwife



"Thank you for the awesome pools. My one regret is not trying out one myself before we opened the birth centre! Many thanks!"

Consultant Midwife Greenwich Birth Centre

"We love your active birth pools, so much so we have one in every room on our birth centre "

Jo Talbot Chorley & Preston Birth Centre Manager

"Have used Active Birth Pools pool a lot in my career. They allow real flexibility for women to change position. "

H. Young Midwife Taunton and Somerset NHS Trust

"Thank you Keith... our new Venus Pool looks stunning!"

Jan Butler Consultant Midwife Rosie Hospital, Cambridge

" The water birth pool was extremely comfortable and supportive and made such a difference - I don't know what I would have done without it"

Sarah Copeland, Birmingham

"Let me introduce you to Keith Brainin who provided us with our Princess Pools in both of our birth centres. His pools are brilliant and the service that he provides is excellent."

Dr Tracey Cooper Consultant Midwife Lancashire Teaching Hospitals

Long established as the benchmark standard

Our new pools are a quantum leap forward in every respect

- ✓ 20 year guarantee
- ✓ Exceptional long term value - life expectancy 25+ years!
- ✓ Optimum performance - minimum risk
- ✓ Fabricated in Ficore® composite, a superior material exclusive to Active Birth Pools
- ✓ Winner - Building Better Healthcare Awards 2015
- ✓ Designed for optimum comfort, maximum support & complete freedom of movement
- ✓ Handmade to order by highly skilled craftsmen in England.



The Active Birth Bed



‘This simple bed is set to revolutionise maternity care’

For years midwives have been exhorting mothers to get off the bed!

Now, they will be telling them to get on the bed, to move & find the positions that work best for them.

A practical, highly effective, versatile, multi-functional solution for birth centres.

Covered in a one piece of superior quality waterproof medical-grade fabric.

Highly spec'd, extremely supportive, sturdy and robust, yet soft and comfortable enough for lying or sleeping on.

“I've never seen the piece of equipment like this. It looks absolutely fantastic! So comfortable and useful. Especially for those long labours where women need support for the second stage.”

Bunty Rowe Midwife Gloucestershire Hospitals

The Active Birth Bed



'I was surprised and impressed with this bed - and feel it's much more than a bed!

The beautifully crafted furniture is soft to touch yet strong and secure.

Perfect for kneeling and squatting, there is room for partners and supporters too, and the bed is low and accessible.

I love it!

Sheena Byrom OBE Midwife Speaker Author Honorary Fellow RCM



Want to find out more?

Please [contact us](#) for a quote, catalogue or technical information.



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