

Award Winning Water Birth Pools

Designed by the World's Leading Experts

Built to last for decades
Guaranteed for life

“The combination of evidence based, user-centred, ergonomic design, specialised materials and bespoke manufacturing has resulted in water birth pools that are truly in a class of their own ”

Building Better Healthcare Awards



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.

Our story is one of change, innovation and development. In the mid-1980's we worked closely with midwives, mothers obstetricians and health and safety experts to develop the world's first specially designed, hospital grade water birth pool.

Since then we've continued to evolve our designs, upgrade the materials we use and improve our manufacturing and engineering capabilities to produce water birth pools that are safer and better meet the needs of all end users.

Judges at Building Better Healthcare Awards described our water birth pools as, *"The pinnacle of water birth pool development and an incomparable combination of design, materials and manufacturing"*

Our mission is to create intelligently designed water birth pools that improve the quality of birth for mothers and midwives in the safest, most practical and sustainable way.



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

We've achieved success by keeping things simple and focusing on our core principles of Safety, Value and Performance.

A passion for excellence and commitment to supporting midwives and helping mothers have a better experience of labour and birth defines our approach.

Our unrivalled knowledge and wealth of experience enable us to provide water birth pools that minimise risk, optimise results and maximise value.

We've supplied thousands of water birth pools to hospitals world-wide over the past 38 years and continuously worked with end-users, specialists and manufacturers to develop and improve our capabilities.

Active Birth Pools are made by hand to order in England, built to last for decades and guaranteed for life.

You can be rely on us to deliver superior performance, unparalleled safety and unbeatable long-term value.



Design

We have carefully observed and considered the dynamics at play when mothers and midwives interact with each other and the pool.

We've employed evidence based, user-centred ergonomic design principles to develop water birth pools that are regarded as the most comfortable, practical and easy-to-use.



- Active Birth Pools optimise the benefits of immersion in warm water to give mothers a greater possibility of experiencing physiological labour and natural birth.
- As midwives work with our pools on a daily basis we've prioritised their comfort and safety. They tell us that our water birth pools are 'fab' and a pleasure to use.



- Mothers say that they love our pools because they are so comfortable and supportive, and have plenty of room to move and find the most beneficial positions.
- Freedom of movement combined with the relaxing effects of warm water, and the release of oxytocin increases the possibility of physiological labour and birth.

Design

Active Birth Pools are designed with complex, sensuous forms that make them appealing both physically and psychologically.

Form is based on function and pared down to the essence of aesthetic utility.

There is a reason for every shape, every curve and every form.



- Midwives find our pools extremely comfortable. They sit naturally with their arms resting on the wide rim and their legs under the rim, just like you do at a desk.
- Mothers relate to our pools instinctively using the seats and wide rims to rest on, and for support in the positions natural to labour and birth.



- The extra-wide, wrap-around bullnose shaped rim is a defining feature of Active Birth Pools. Mothers can grab onto it from anywhere in the pool for support in upright positions.
- In 1995 we worked with a health service ergonomist to improve the design of our pools. This work led to innovations that made our pools safer and more user-friendly.

Material

Ficore® composite, a proprietary material with unique qualities enables us to produce water birth pools that are more beautiful, practical and utilitarian, as well as safer, more economical and sustainable when compared to other birthing pools on the market.

FICORE is a solid composite resin not a laminate or bonding. It's composition and method of processing permit more sharply defined details such as tighter radii and curves. It cannot disintegrate or come apart in the way that fibreglass or acrylic pools can.

Water birth pools made from Ficore® have many advantages:

1. Highly polished finish is ultra-smooth, tactile and warm to the touch
2. Resistant to bacteria, cleaning agents and harsh disinfectants
3. Superior heat retention (.7 degrees heat loss per hour)
4. Stronger, more durable and easily repaired like new
5. Less slippery and easy to clean
6. Highest water safety and hygiene standards
7. Highly sustainable, longer life and better performance for your investment



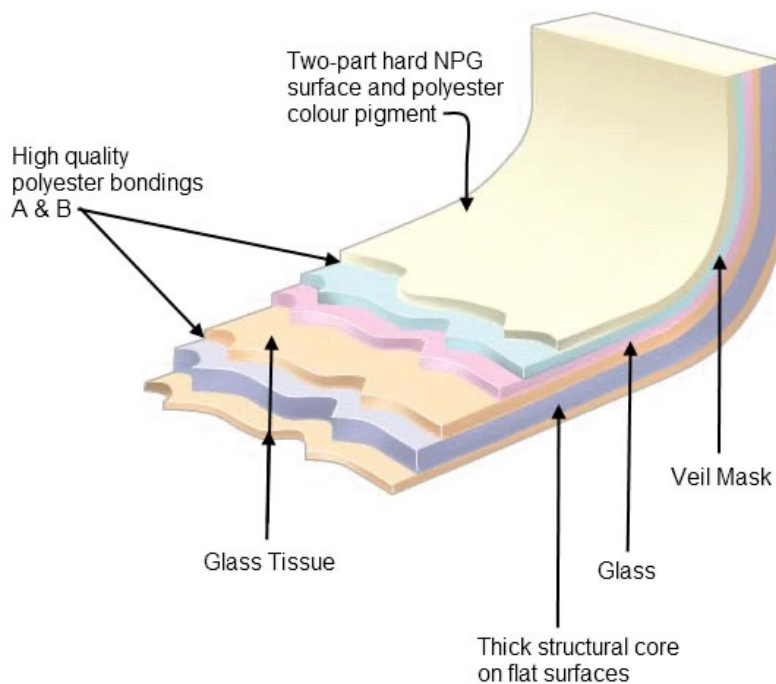
Superior Material = Superior Performance

Ficore® composite resin is a material of extra-ordinary properties unique to Active Birth Pools that was developed to minimise problems associated with other materials used in the manufacture of water birth pools.

Ficore is a composite of 8 different elements chemically fused during manufacturing, then heat cured at high temperature to create a material that is light in weight but 'heavy' in performance.

Seamless, one-piece fabrication in Ficore® has enabled us to reinvent the water birth pool and offer you a pool that delivers superior performance, greater value and unparalleled safety.

Due to Ficore's high insulation factor and double-wall construction our birthing pools maintain water temperature up to 7 x longer than other water birth pools.



Ficore® is approved by:

- Lloyd's Register of Shipping for use in the construction of craft under their survey
- Wine Laboratories Limited for long term storage of high alcohol wines and spirits
- Water Research Council and Water Bylaws Advisory Service for long term storage

Functional benefits



Unique structural and engineering advantages

Water birth pools fabricated in Ficore are stronger, heavier and much more rigid than birthing pools that are made from fibreglass or acrylic. Active Birth Pools have an extremely high degree of structural integrity and will not flex, buckle, bow, or change shape under pressure.

Highly polished, ultra-smooth finish

The surface is isophthalic neo-pentyl-glycol which makes them 50% harder in comparison with birthing pools produced from other materials. The finish is highly polished, ultra-smooth, tactile and warm to the touch which makes it appealing both physically and psychologically.

Slip Resistance

Compared to other materials Ficore® is significantly less slippery. This reduces the risk of injury mothers and midwives and gives our water birth pools a crucial advantage.

Durability

Water Birth Pools made from Ficore composite have a life expectancy in excess of 25 years. This makes Active Birth Pools considerably more sustainable when compared to the 7-10 year life expectancy that other water birth pools on the market have.



Water Safety and Hygiene

The potential for water birth pools to be both a habitat and a delivery medium for harmful bacteria such as *Pseudomonas* and *Legionella* is well known.

We completely understand this and produce pools made from a superior material with intelligent design and a range of innovations that negate risk and deliver safer birthing environments.



- Minimal surface mounted fittings optimise hygiene and give mothers and midwives unobstructed movement around the rim.
- Seamless, one-piece construction in Ficore® improves water safety and hygiene by denying bacteria the environment to grow.



- Our stainless steel handgrips are bonded directly into the fabric of the pool rather than rim mounted to negate infection control risks.
- The smooth surface and organically shaped form improves hygiene by facilitating more effective cleaning and eliminating “dirt traps”.

Safety and Manual Handling

A deep and abiding understanding of the physicality of labour and birth, coupled with an appreciation of how midwives need to perform while attending mothers has enabled us to design water birth pools that resolve the safety and manual handling risks that are associated with water birth.



- Midwives have safe, practical means to carry out emergency evacuations (portable hoist compatible) and monitor mothers.
- Mothers use the extra-wide rim sit on and swivel into the pool staying grounded at all times for a safe transition from land to water.



- Midwives report better results and greater job satisfaction. They love our water birth pools because they're practical, comfortable and easy to work with.
- Features such as the sculpted concave surround and extra-wide rim improve the midwives posture and enables them to be closer to the mother.

Active II Water Birth Pool

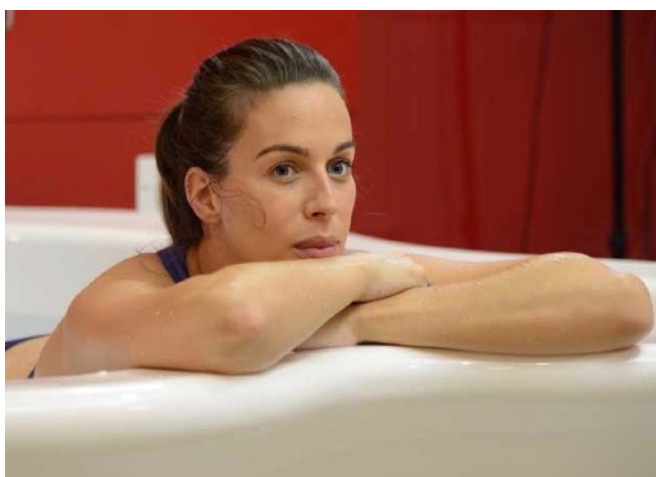
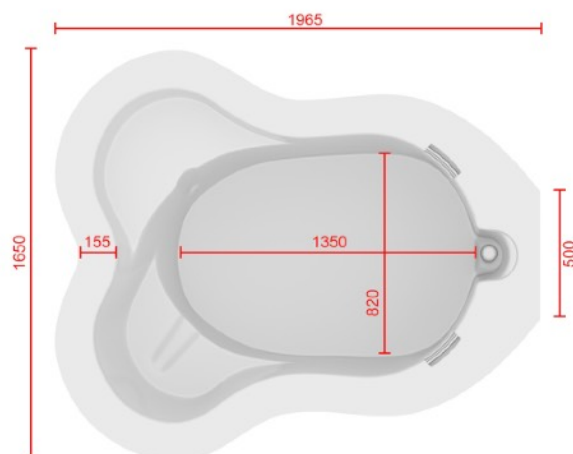
Judges at the Building Better Healthcare awards said that the original Active Birth Pool was an incomparable combination of intelligent design, superior materials and state-of-the-art manufacturing.

The latest advancements in design, material and engineering take the new model of this award winning water birth pool to new levels of safety, usability and end-user satisfaction.



Specifications

Length:	1965mm
Width:	1650mm
Height:	770mm
Depth:	640mm
Weight (empty):	100kg
Capacity:	560 litres
Material:	Ficore® composite
Guarantee:	Lifetime



Active 360 Water Birth Pool

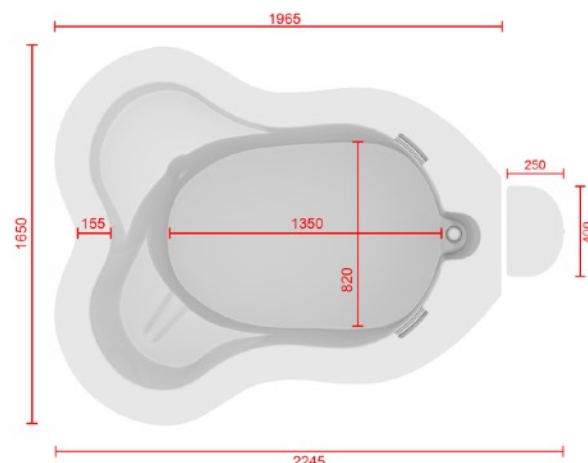
Originally designed with the help of a health service ergonomist and midwives in 1995 this large, luxurious birthing pool will help you create a world-class facility for labour and birth in water.

We've transformed the Active II into a freestanding pool and added a specially designed Water Column to maximise hygiene, water safety and provide support for mothers and midwives.



Specifications

Length:	1965mm
Width:	1650mm
Height:	770mm
Depth:	640mm
Weight (empty):	100kg
Capacity:	560 litres
Material:	Ficore® composite
Guarantee:	Lifetime



Venus II Water Birth Pool

This iconic mid-size, water birth pool was originally developed in mid-1980's with the help of mothers, midwives, obstetricians, manual handling and infection control experts.

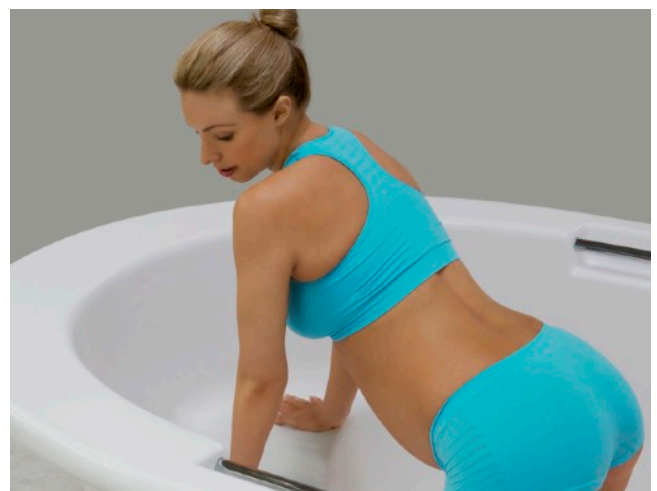
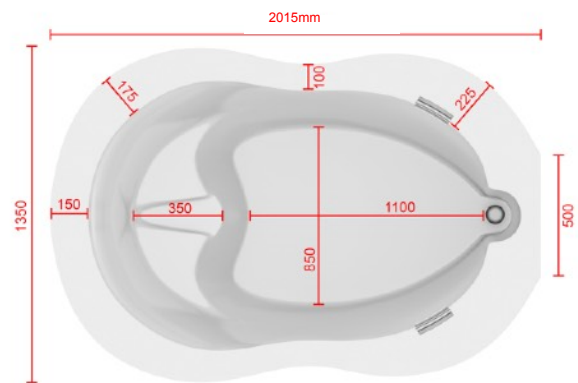
Millions of women around the world have benefited from using this simple pool of water to have better experience of labour and birth.

The Venus II is a quantum leap forward taking the original model to new levels of safety, value and performance.



Specifications

Length:	2015mm
Width:	1350mm
Height:	770mm
Depth:	640mm
Weight (empty):	90kg
Capacity:	510 litres
Material:	Ficore® composite
Guarantee:	Lifetime



Venus 360 Water Birth Pool

The mid-size Venus II/360 is the perfect choice for rooms where end users want to have the pool away from the wall.

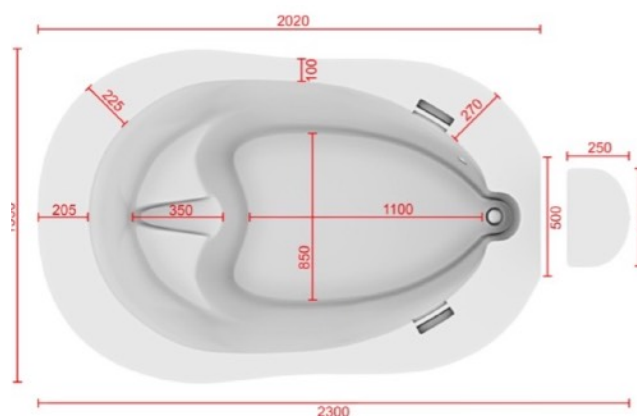
It combines intelligent design with superior materials and build quality to create a birthing pool that delivers superior value, outstanding performance, and unparalleled safety.

We've increased access around the back of the pool and developed the Water Column to create a birth pool that is safer and more user-friendly.



Specifications

Length:	2065mm
Width:	1350mm
Height:	770mm
Depth:	640mm
Weight (empty):	90kg
Capacity:	510 litres
Material:	Ficore® composite
Guarantee:	Lifetime



Princess II Water Birth Pool

The compact yet surprisingly Princess II is the perfect choice for rooms with limited space.

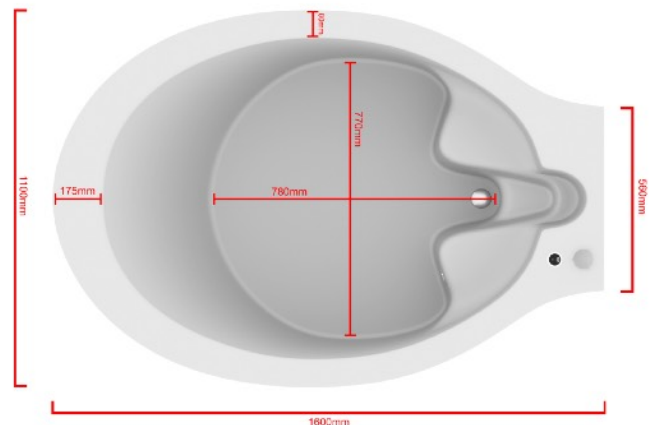
This perfectly formed gem of a pool now features a specially designed labour seat to support mothers in upright postures and give them a place to rest and welcome their baby.

Though we've pared things down to the minimum to create this highly utilitarian pool we made sure to include all of the essentials that make our pools stand out from the rest.



Specifications

Length:	1600mm
Width:	1100mm
Height:	770mm
Depth:	640mm
Weight (empty):	70kg
Capacity:	425 litres
Material:	Ficore® composite
Guarantee:	Lifetime



Princess 360 Water Birth Pool

With a footprint of just 1.76m² the freestanding Princess 360 is ideal for rooms where space is at a premium.

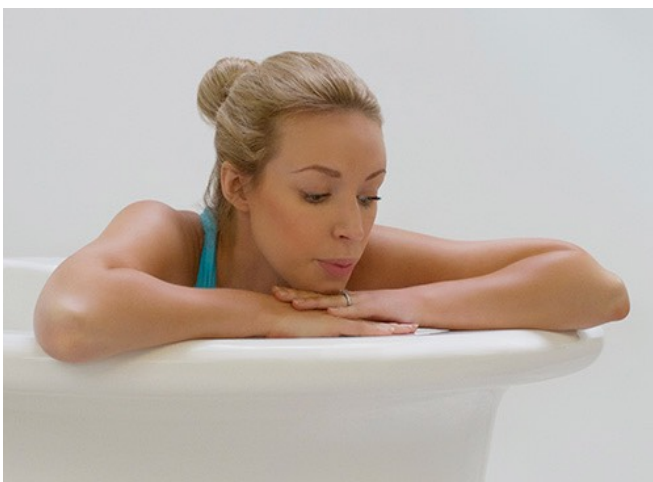
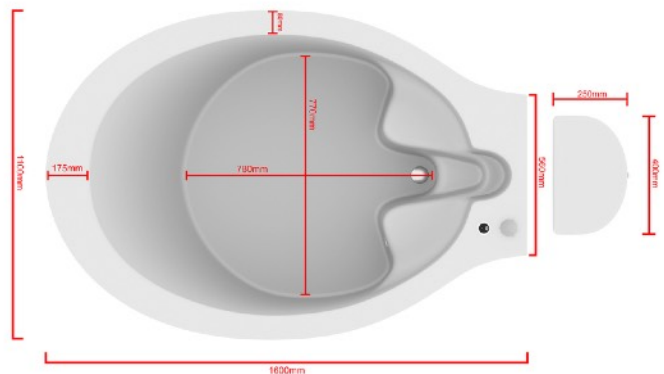
Mothers and midwives benefit from complete freedom of movement both in and around the pool and will appreciate the comfort and support they receive.

The Princess 360 is perfectly formed, surprisingly spacious and delivers the same performance that our larger pools do.



Specifications

Length:	1600mm
Width:	1100mm
Height:	770mm
Depth:	640mm
Weight (empty):	70kg
Capacity:	450 litres
Material:	Ficore® composite
Guarantee:	Lifetime



Key Metrics and Performance Indicators

Made by hand to order in England, built to last for decades and guaranteed for life

Multi-colour LED lighting and Bluetooth sound enable mothers to personalise the ambiance of the room

Seamless one-piece fabrication in Ficore® composite optimises hygiene by denying bacteria the environment they need to propagate

Multi-purpose water column for installing fittings with our freestanding pools maximises hygiene by isolating the plumbing from the pool

Bespoke integral drainage system with pop-up waste and rim-mounted control

The organic shape is appealing both from both an aesthetic and psychological perspective

Hand grips bonded directly into fabric of pool to negate infection control risk and set in recess flush with rim to protect mothers

Extra-wide, bull nose-shaped rim provides dynamic all around support for mothers and midwives

Unique keyhole shape channel prevents mothers from hitting their head on the spout and optimises usability

Mothers have space and depth to move freely in the postures natural to labour and birth

Highly polished surface is ultra-smooth, highly tactile, less slippery and warm to the touch

Multi - purpose safety seat provides dynamic support for mothers and gives midwives safe, practical options for monitoring and emergency evacuations

Ergonomic design priorities comfort and safety of mothers and midwives

Midwives are safeguarded from risk of injury and benefit from an unparalleled level of comfort and support. They report better results and say that our pools are a pleasure to use

Safe, practical options for emergency evacuations with or without portable hoists

Combination of extra-wide, rounded rim with the concave surround is a game changer that sets our pools apart and makes them safer and easier to use

Highly specialised material is extremely durable, easier to clean and extremely resistant to bacteria and chemicals

Form is based on function and pared down to the essence of aesthetic utility. There is a reason for every shape, every curve and every form

Multi-purpose seat actively encourages natural opening of the pelvis and provide dynamic support in upright postures natural to labour and birth



Water Column

The highly utilitarian, sleek design of the Water Column complements the aesthetic of our pools and provides a safe, practical solution for installing plumbing and for mounting fixtures and fittings.

This strong, sturdy column is ideal for mothers to hold onto when getting in and out of the pool and to use for support in upright and standing positions during labour.

Its the perfect height for midwives to sit behind and lean on to rest while attending births. They can use the gently sloping top for support or as a surface for writing up notes.

N.B. The Water Column is supplied without plumbing or fittings. Shown: Rada T3 Bath/Shower Tap, Rada 150mm Spout and Groh Handheld shower

Specifications

Depth:	250mm
Width:	400mm
Height:	1100mm
Material:	Ficore® composite
Guarantee:	10 years



Step Unit

Over the past 35 years we've worked with safety and design experts to devise a simple, but sophisticated method for mothers to safely enter and leave our pools.

Fundamental to the success of our approach is the extra wide rim which mothers simply sit on to swivel around into the water.

The sturdy step unit gives mothers a crucial height advantage that allows them to sit on the rim, no matter how tall they are.

Manual Handling experts have emphatically told us they do not want mothers in strong labour climbing up steps to get into a pool.

With our system mothers stay safe and grounded at all times and are not exposed to unnecessary risk.

Specifications

Length:	455mm
Width:	300mm
Height:	150mm
Weight:	4kg
Material:	Vitrine® composite
Guarantee:	2 years



Light and Sound

Studies have proven that light and sound play a significant role in the creation of a better birthing environment.

The integral Multi-colour LED lighting and Blue-tooth Sound systems allow mothers to personalise the ambiance of the room to create a relaxing atmosphere that is more conducive to physiological labour and natural birth.

Our underwater lighting illuminates the room with a soft ambient glow and makes it easier for midwives to see into the pool.

The integral sound system has two high quality speakers. You simply connect to it with your bluetooth device to turn the pool into a sound stage.

The Multi-colour LED lighting system gives mothers a selection of six ambient colours to choose from.



Testimonials

"I have been working with Keith for many years. He is a true pioneer and an individual of great integrity and trustworthiness and believes in continuously improving his already perfect line of birthing pools."

Tim Johnson-Grass – Active Birth Pools USA



"When asked about the history of birthing pools in hospitals, I mention the day when Keith Brainin realised that special bath tubs might be designed and commercialised to meet the needs of labouring women."

Michel Odent – water birth pioneer, obstetrician and author

"The best pools for the Birth Olympics hands down! I've both delivered and caught babies in your pool. They're comfortable, provide stability, are simple to clean and midwife and dad friendly. Just a dream all the way around."

Alicia Witt Director BirthPros.com, CEO at ArizonaMidwife.com

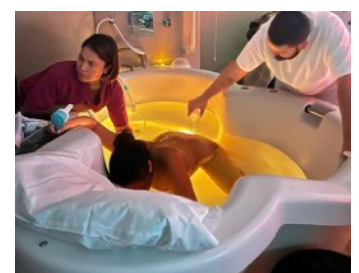


"Not only are they gloriously spacious and inviting, they are made to the highest specifications and considerations to maximise comfort and safety. In short, they are second to none!"

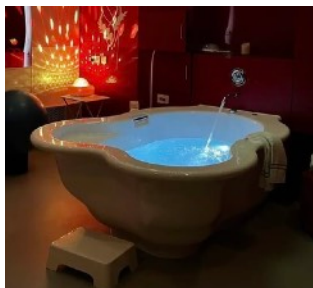
Sheena Byrom OBE - Activist, Midwife, Speaker and Author

"I want to express my admiration for the brilliant design of your water birth pools. As an innovator myself with a patent related to pelvic muscle strengthening, I truly admire how your design considers both midwife and mother, making it unique and practical."

Parisa Hadavi Bavili – Midwife, Anatomist, Healthcare Innovator



Testimonials



"I'm proud to endorse these exceptional birthing pools. Active Birth Pools are unmatched in quality, innovation, and design. These pools align perfectly with Saudi Arabia's vision for advancing healthcare excellence and are set to transform birthing practices"

Dr. Omar Nouri, MBBS, MSc. Horizon Bridges – Saudi Arabia

"Beautiful pools and wonderful to see the history of their development. Thank you for all you have done and designed for women, their babies and partners over the last 30yrs to make birth more comfortable and peaceful."

Amanda Edwards – midwife and active birth teacher.



I have been dealing with Keith Brainin for over 10 years as a distributor in the UAE. He is a dedicated and trustworthy business partner with strong business ethics. His attitude towards his business and his partners is remarkable.

Binu George Varghese – Biomedic International

"I have had the pleasure of working with Keith Brainin since 1985. His expertise in birth pools is unparalleled. He is professional to work with and the high standard of the birth pools has resulted in them withstanding the test of time and many births"

Yehudi Gordon MB BCh, MD, FRCOG, FCOG SA Author, water birth pioneer



"The new pool has been specially designed to be easily accessible, with improved seating and design so women can sit on the side or lean over and adapt different positions during labour. Multi-colour lighting adds to the ambiance of the room helping to create a more relaxed environment."

Sophie Moss – Senior Midwife, Royal Stoke's Maternity

Testimonials

“It’s my absolute pleasure to recommend Keith Brainin. His knowledge and expertise in water birth pools is outstanding. With over 35 years of experience within the industry, Keith has developed the highest standard birthing pools on the market.”



Jane Palmer Private Midwife, Company Director, Author



“Brilliant, like the wide rims so mums can sit on the side and swivel their legs round to get in and out, much safer.”

A. Bentley NHS Midwife

“The pool has been an amazing addition to our unit and is much less labour intensive than the inflatable one. With its ergonomic design and easy-to-clean surfaces it’s perfect for facilitating water births in a hospital environment.”

Sarah Weightman, Armadale Maternity



“Even birth pools do not always permit free movement. Some pools are elaborate constructions with seats, handgrips and foot-rests. Movement in them is restricted, whereas Keith’s pools allow mothers to move freely to find the most beneficial positions”

Sheila Kitzinger MBE – author and childbirth activist

“In one word, a revolution! Since 2021, we have been representing Active Birth Pools. The pools have become a big hit – all the maternity units in Israel want one! This is a top-quality product, specifically designed for its function.

Ran Habouba Hagai Medical



Testimonials



I can highly recommend Keith and his pool. Keith has been always quick, helpful and kind in responding to any queries we've had and our mums and dads are very happy in using this pool! Thank you Keith!

Catherine Verrecchia - Sage-femme, Centre Hospitalier Annecy Genevois

"Your water birth pools have revolutionised birth"

C. Wilson Senior Midwife, Dewsbury District Hospital



"I've used Active Birth pools for over 17 years. They're really beautiful, technically perfect and exceptionally easy to use."

Dr Lucia Rocca-Ihenacho Midwife PhD, MSc, RM

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

Dr Tracey Cooper MBE Chief Midwife at NHS England



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

Karen Werrbach MSN, RNC-OB, NEA-BC



mothers and midwives

love our water birth pools

ACTIVE
BIRTHPOOLS
www.activebirthpools.com

Our core principles of Safety, Value & Performance make us
the **No.1 choice world-wide**

Long established as the benchmark
standard our new pools are a quantum
leap forward in every respect



For more information:

www.activebirthpools.com