

Stimulating your baby's senses with baby massage

Did you know baby massage has been shown to improve mental development and alertness of baby? That's because your touch creates sensations that stimulate baby's brain supporting their development. Plus it's a chance to play, learn and bond with your baby.

TOP TIPS

Choose a location that is warm (around 24°C) draft free and no obvious distractions

Pick a time that suits your routine, ideally in between feeds

A good time for massage is when they are alert but settled

Prepare what you need beforehand; changing mat, towel, JOHNSON'S® TOP-TO-TOE® Baby Massage Oil, nappy change



Introduce baby massage gradually. Start with a daily 5 minute session and slowly build up to around 15mins

The effects of massage are enhanced when you maintain eye contact and talk to your baby throughout the massage

If your baby appears uncomfortable or not enjoying the massage, stop and give them a cuddle and try again at another time

5 steps of baby massage



STEP 1

Lay baby on their back on the changing mat and towel



STEP 2

Start on the legs and thighs, work in circular motions, gently stretch and bend the legs as you go



STEP 3

Be extra gentle on the tummy & ribs as they are the most tender place on the baby



STEP 4

Move on to the arms, again using circular motions



STEP 5

Stop when your baby becomes restless and wrap baby in towel

For more simple massage strokes and guidance visit

<http://www.johnsonsbaby.co.uk/baby-massage/how-to-massage>

Johnson's®

JOHNSON'S®

TOP-TO-TOE® range

BATH TIME



For a gentle and mild bath, try **JOHNSON'S® TOP-TO-TOE® Baby Bath** to gently cleanse baby's delicate skin and hair. It is so mild and gentle it is suitable for the first bath, in fact, an independent clinical trial has proven that TOP-TO-TOE® Baby Bath is as safe to use as water alone, from the very first day.

BABY MASSAGE



Follow with a soothing massage, using **JOHNSON'S® TOP-TO-TOE® Baby Massage Oil** that is specially developed for newborn skin, creating a light protective barrier on the skin to help maintain its natural moisture levels and help protect it from dryness. Plus it is ideal for baby massage.

TOP & TAILING



Days when away from home or top and tailing try **JOHNSON'S® TOP-TO-TOE® Baby Washcloths** which are a quick, convenient and easy way to give your baby a gentle yet thorough all over clean, without the need for drying or rinsing with water. These ready to use baby washcloths are designed as a simple way to thoroughly clean your baby.

We love babies and have been caring for their skin for over 125 years. We understand babies have delicate skin, which can lose moisture faster than adult skin, that's why we always work through the 5 steps below:

STEP 1 We are choosy

When it comes to what goes into our products, we source only from reliable suppliers with our same rigorous standards

STEP 2 Every ingredient is rigorously evaluated

Our products are specially formulated to meet the special needs of babies' skin, thus every ingredient is fully evaluated by scientific experts to make sure it's mild and gentle

STEP 3 We go above and beyond with our products

Depending on the product, we work with dermatologists, ophthalmologists, paediatricians, midwives and other specialists to help ensure it is just right for baby

STEP 4 We carefully assess how real customers use our products

Our products are tested with families in home situations before they can be placed on the market

STEP 5 We listen

Once a product is in the market we continually assess and act upon consumer feedback. Our Ingredients Working Group continually monitors new scientific studies to judge whether we need to modify any policies or ingredients

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