

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

ACTIVE
BIRTHPOOLS
www.activebirthpools.com



**building
better
healthcare
awards 2015**
Highly Commended

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

www.activebirthpools.com



A simple pool of water.

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

- *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.*
- *Fewer women need the help of obstetric interventions.*

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

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|--|---|
| <input type="checkbox"/> Mothers have better births and spend less time in hospital. | <input type="checkbox"/> Resources are employed more efficiently. |
| <input type="checkbox"/> Midwives enjoy greater job satisfaction. | <input type="checkbox"/> Hospitals optimise and economise. |



Keith Brainin
Founder & Director

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 1,000's 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 has given us a unique understanding of the needs of mothers & midwives.

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



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

- *In the 70s when I bought a 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



For more information please contact us or visit www.activebirthpools.com

designed for optimum performance built to last for decades guaranteed for life

"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

"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

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

C. WILSON - Midwife Dewsbury District Hospital

"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

"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



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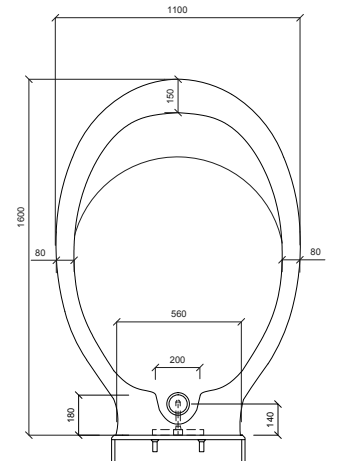


Long established as the benchmark standard



Our new pools are a quantum leap forward in every respect.

- Innovative design delivers better experience for mothers and midwives
- Superior high-performance material optimises results and water safety
- Exceptional durability & long-term value
- Winner – Building Better Healthcare Awards
- Rated No.1 for health & safety
- Enhances mother's experience of birth
- Increases the likelihood of physiological labour



"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

For more information please contact us or visit www.activebirthpools.com

mothers & midwives love our water birth pools



"Active Birth Pools are gloriously spacious, inviting and comfortable. They are made to the highest specifications & considerations to maximise safety. They are second to none!"

SHEENA BYROM - OBE Midwife Speaker Author Honorary Fellow RCM



"The pool was amazing, so inviting, warm and comfortable. I don't know what I would have done without it. Thank you"

GEMMA WOODS
Mother, Birmingham



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want to
find out more?

Please contact us for a quote, catalogue or technical information.

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For more information please contact us or visit www.activebirthpools.com