



Press Kit

 media@thepositivebirthcompany.com





We believe knowledge is power and community is everything.

And when it comes to our bodies, our births and our babies, this knowledge and community can change lives and save lives.

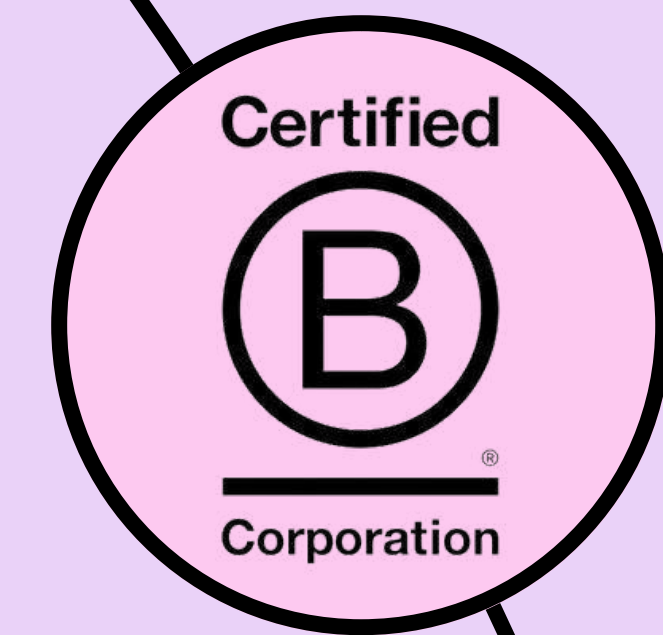
Multi-award winning certified B-Corp revolutionising education around fertility, pregnancy, birth and early parenthood.

**sold in over 150 countries
'we are your (global) village'**



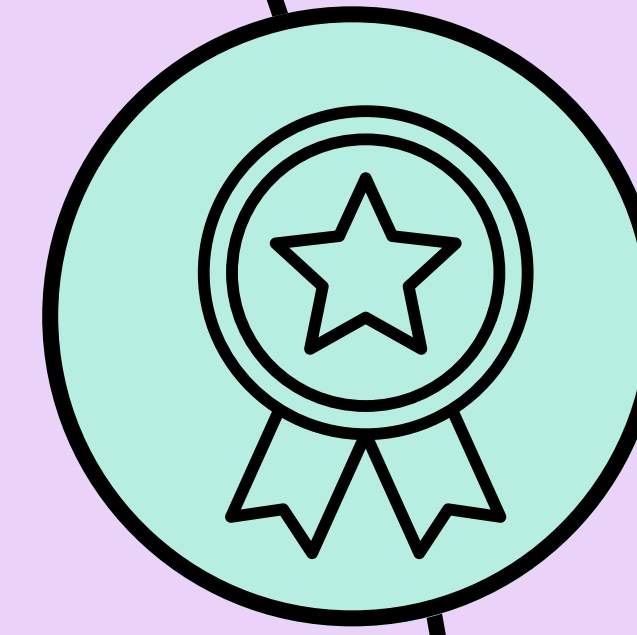


Brand headlines



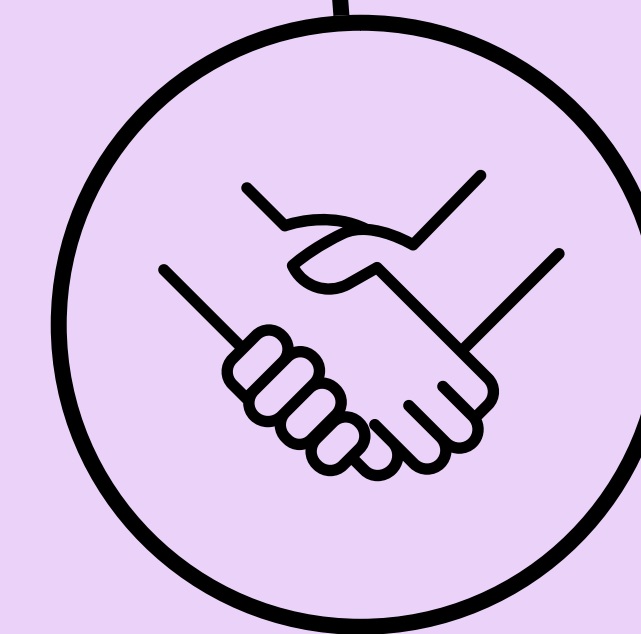
Certified B Corp

Certified B Corp business, using business as a force for good.



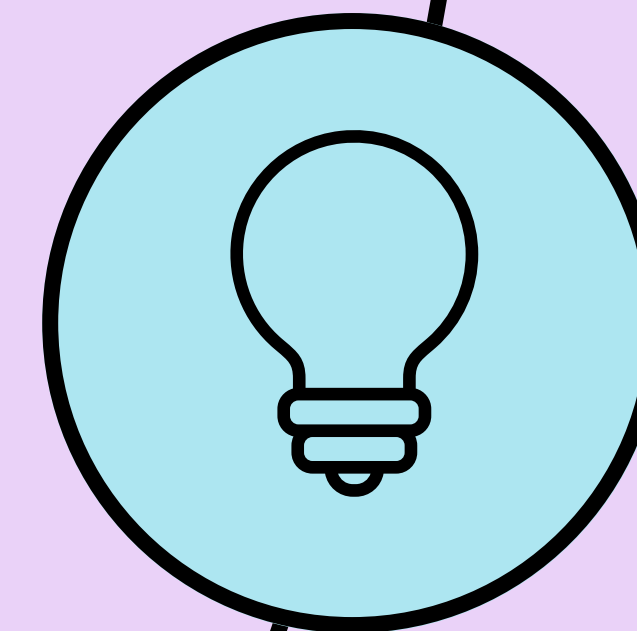
Award winning

Made for Mums Parenting Brand of the Year & triple wins in 2022 & 2023



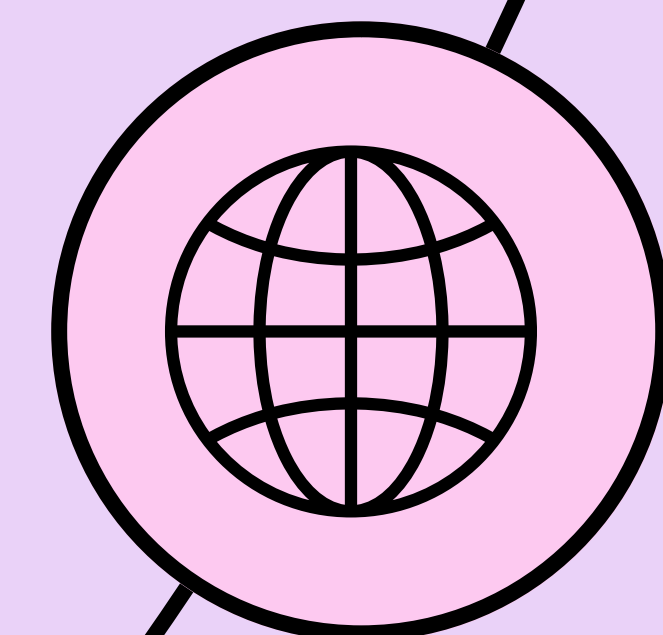
Global community

More than 410,000 people in our online communities around the world.



Dedicated team of experts

Multidisciplinary team includes midwives & hypnobirthing teachers.



World Record Holders

Guinness World Record holders - most views on a live hypnobirthing class.



About PBC's founder

Siobhan Miller is a world-renowned hypnobirthing expert, bestselling author and award-winning B-Corp founder. Her book, *Hypnobirthing: Practical Ways to Make Your Birth Better* has been translated into five languages and has sold more than 100,000 copies worldwide.

Siobhan is the creator behind The Hypnobirthing Pack, the original and award-winning online hypnobirthing course, the Freya app and The Postpartum Pack. Siobhan is the founder and CEO of The Positive Birth Company, has featured on the BBC's *Dragon's Den* and been named as one of Management Today's 35 Women Under 35. She also holds the Guinness World Record for most viewers on a hypnobirthing live stream.

A Royal College of Midwives accredited hypnobirthing teacher, Siobhan developed The Positive Birth Company's unique hypnobirthing framework using her Master's degree in Psychology and years of hypnobirthing teaching experience, alongside her innovative approach to education using tech to make birth education more accessible to all.

As one of the leading voices in prenatal, antenatal and postnatal education and support, Siobhan is regularly called on to speak on panels and in the media, having featured on the BBC, and in *The Sunday Telegraph*, *Grazia*, *Harpers Bazaar*, *HuffPost*, *Cosmopolitan* and *Metro* - to name just a few.

Founder story



My dream is to change the negative narrative around birth, in the hope that this will change the way we approach and think about birth.

The Positive Birth Company was founded after Siobhan's own life-changing birth experience in 2014. Having had a relatively difficult birth with her first child (lengthy induction and forceps delivery in theatre), Siobhan was determined to do what she could to make her second birth experience a more positive one.

Siobhan enrolled on a hypnobirthing course and attended group classes with her birth partner. After the first session she was converted to the natural approach to childbirth, appreciating the scientific theory it was grounded in. Hypnobirthing empowered both Siobhan and her partner with the tools needed to create a positive and calm birth for herself and her baby. Her son was born at home in front of the Christmas tree, with no pain relief, after just a couple of hours of labour. Siobhan describes it as the best day of her life.

From that moment Siobhan knew she wanted to help others achieve a positive birth too, and to use her academic background, lived experience and passion for tech to revolutionise and democratise birth education.

Siobhan's third son was born in 2016, followed by a daughter in 2022. She now juggles running The Positive Birth Company alongside being a mum of four, devoting her life to helping empower and support people in their journey to parenthood.

I want people to go into birth feeling relaxed and positive and come out feeling empowered and strong, confident and capable as they embark on their journey into parenthood.

Our experts

We work with the best minds in birth, health, psychology and parenting. Our courses are all presented by a multidisciplinary team of experts and our core day-to-day team includes hypnobirthing teachers and midwives.

Need expert comment? We can help with that.

Our hypnobirthing team



World-renowned hypnobirthing expert & author, **Siobhan Miller**, is PBC's founder and CEO. Siobhan is available for TV & radio appearances, comment for major news articles, and select podcast interviews. Siobhan is an experienced birth commentator, having appeared on the BBC, The Sunday Telegraph, Grazia, HuffPost, Cosmopolitan & Harper's Bazaar, among others.



Antonia Kiddy teaches our group hypnobirthing classes in Devon.



Katie teaches our group hypnobirthing classes in Birmingham.



Rachel Penn teaches our group hypnobirthing classes in London.



Keri Lincoln teaches our group hypnobirthing classes in Wales.

Our midwife team



Christie Hardy is one of our resident midwives. She facilitates our 1:1 listening service & hosts live Q&A's.



Shaheda Yasmeen-Khan is one of our resident midwives. Shaheda is a postpartum & breastfeeding specialist.



Sarah Jackson is one of our resident midwives. Sarah facilitates our 1:1 listening service.

Our experts

We work with the best minds in birth, health, psychology and parenting. Meet the multidisciplinary team presenting our online courses for fertility, pregnancy, birth, postpartum & the early years of parenting.



Dr Tosin Ajayi-Sotubo is a GP.



Ruby Rare is a sex educator.



Katherine Kimber is a dietitian.



Kate Davies is a fertility nurse.



Dr Larisa Corda is an Obs & Gyn consultant.



Nicola Salmon is a fertility coach.



Dr Rebecca Moore is a clinical psychologist.



Dana Svoboda is a holistic & meditation coach.



Tori Johnson is a midwife.



Hannah O'Sullivan is an NHS senior midwife.



Caitlin Dean is a nurse and HG specialist.



Lucy Allen is a pelvic health physiotherapist.



Dr Pavan Minhas is an Obs & Gynae doctor.



Dr Ria Clarke is an Obs & Gynae doctor.



Dr Michelle Tolfrey is a clinical psychologist.



Dr Rebekah Shallcross is a clinical psychologist.



Emily Katsuno is an antenatal yoga teacher.



Jazreena Harlow is a sound bath healer.

Our experts

We work with the best minds in birth, health, psychology and parenting. Meet the multidisciplinary team presenting our online courses for fertility, pregnancy, birth, postpartum & the early years of parenting.



Adele Jarrett-Kerr is a breastfeeding counsellor.



Natalie Carter is a consultant midwife.



Natalie Lee is a former midwife & presenter.



Kerry Secker is an infant sleep consultant.



Anna Mathur is a psychotherapist & author.



Helen Keeble is a pelvic health physiotherapist.



Ruth Oshikanlu MBE is a midwife, nurse & health visitor.



Sarah Patel is an infant sleep consultant.



Katie Angotti is an infant nutritionist.



Shada Lambert is an international nanny.



Dr Martha Deiros Collado is a clinical psychologist.



Dr Emma Svanberg is a clinical psychologist.



Kate Ball is a first aid expert.



Natalie Reid is a children's yoga teacher.

We believe knowledge is power and community is everything.

And when it comes to our bodies, our births and our babies, this knowledge and community can change lives and save lives.



What is Hypnobirthing

Hypnobirthing is an evidence-based approach to birth that seeks to empower women and birthing people with knowledge, practical tools and support, enabling them to have a positive birth experience, however they choose to bring their baby into the world. It is for all people and all births.

In hypnobirthing, you learn about birth physiology, how your body works on a muscular and hormonal level, and what you can do to help make your birth easier, quicker and more comfortable. Once you know why it's so important to be relaxed, you learn how to achieve this, so your body can work comfortably as it's designed to, allowing you to navigate your birth feeling calm and, most importantly, in control.

It helps you overcome anxiety and enjoy your pregnancy, and helps you have the positive and empowering birth experience you deserve, equipping you with tools and techniques you can use as you navigate the challenges of parenthood. Ultimately, hypnobirthing will leave you feeling more informed, confident and even excited about giving birth.

It's important to remember that a positive birth isn't one type; all births have the potential to be positive experiences. The mechanics of how birth happened matter little long-term, it's how you felt during the experience that matters most, as it's the feelings that last a lifetime.

Benefits

FOR ALL BIRTHS

EVIDENCE BASED
APPROACH

PROMOTES EASIER,
QUICKER & MORE
COMFORTABLE BIRTHS

UNDERSTAND THE
PHYSIOLOGY OF YOUR
BODY

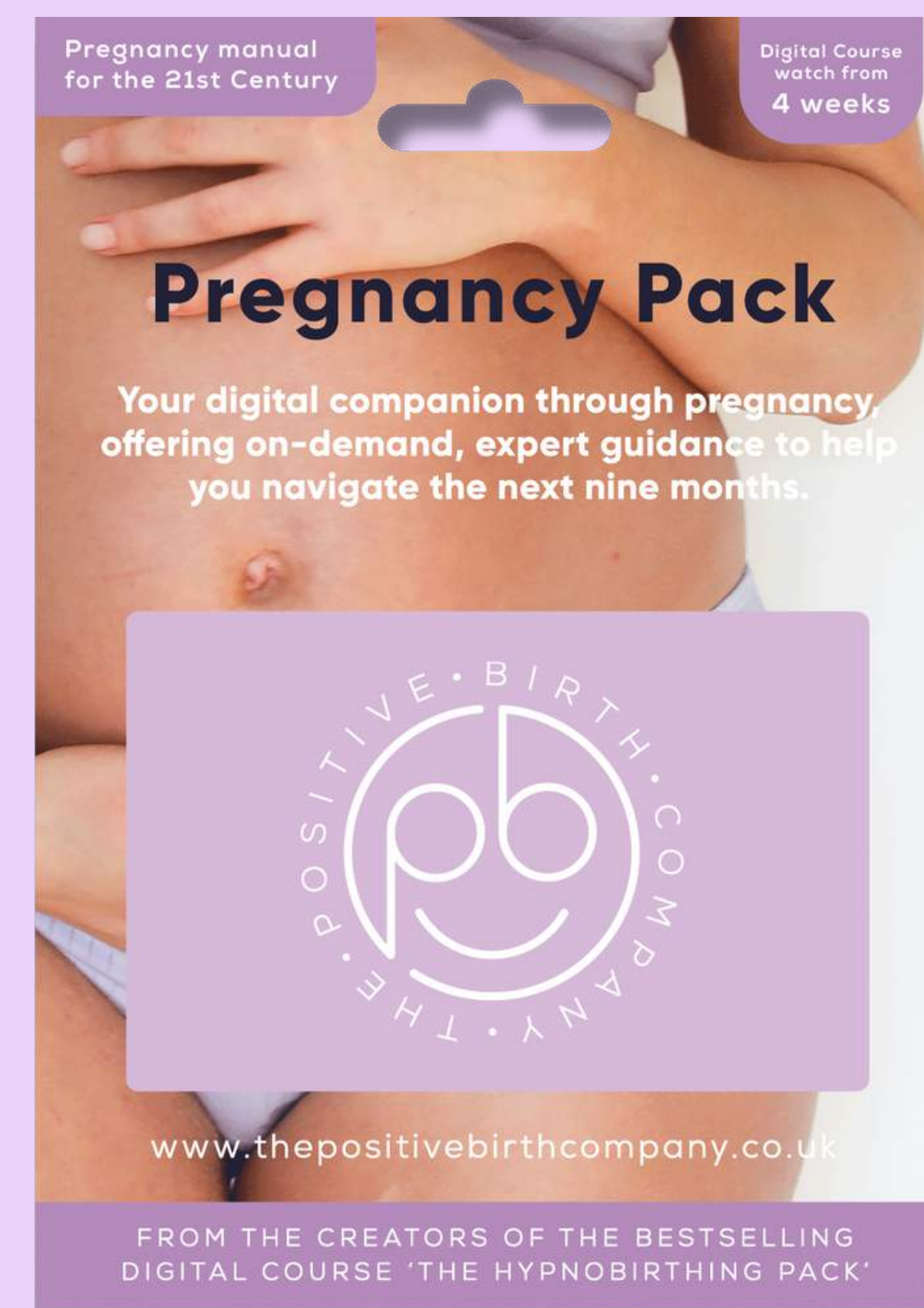
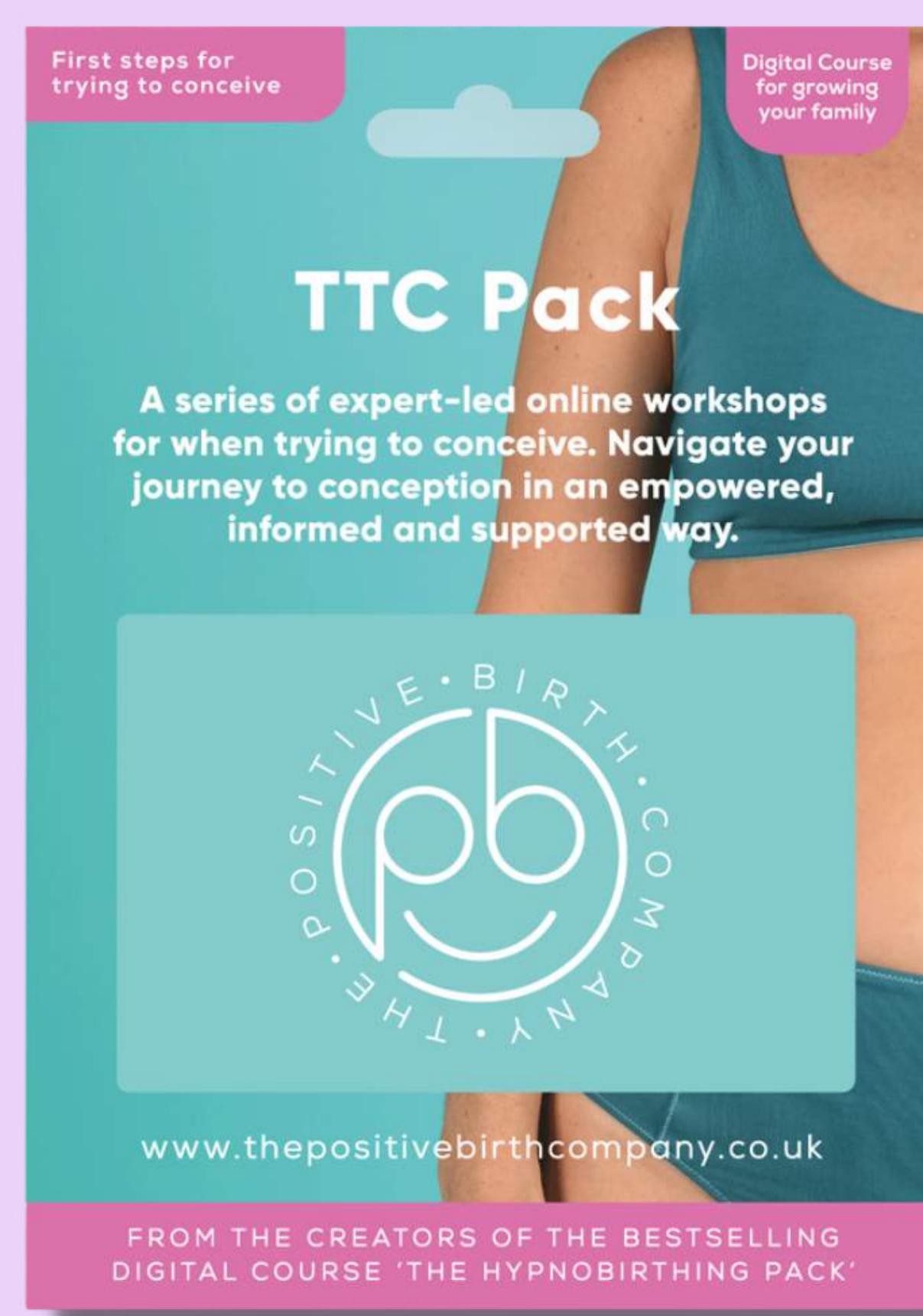
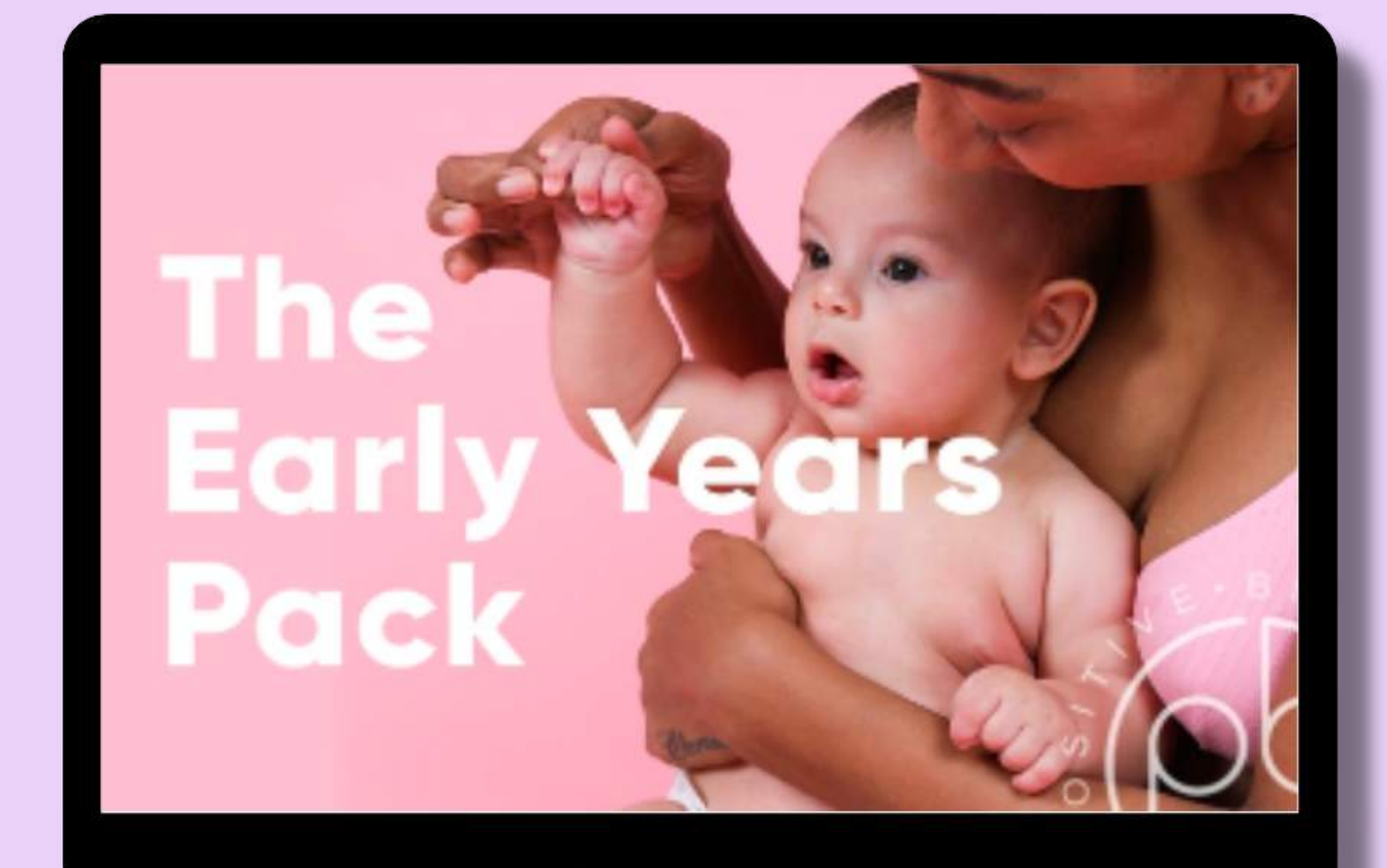
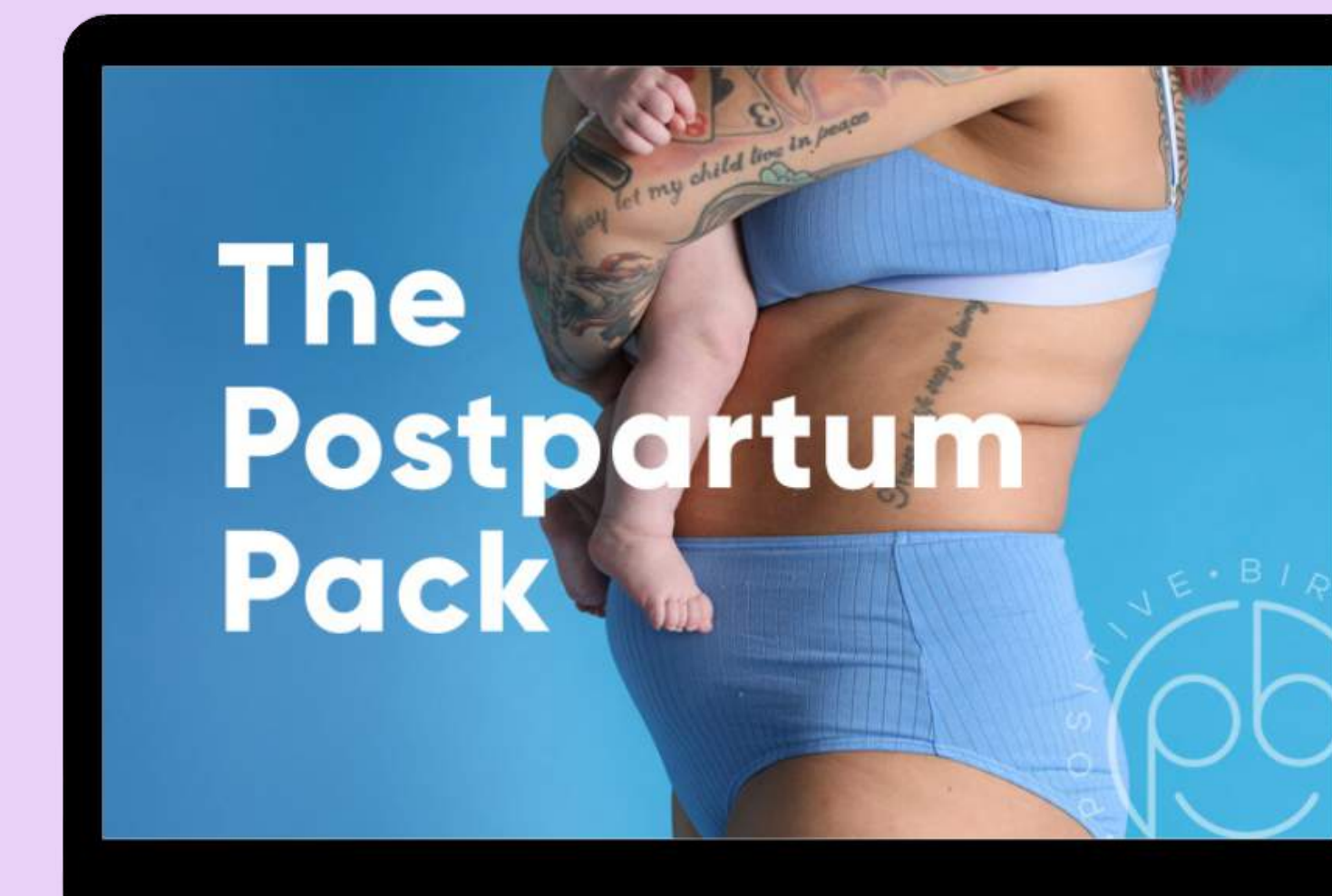
HELPS YOU OVERCOME
ANXIETY & BIRTH TRAUMA

ENCOURAGES CONFIDENT
& EXCITED PARENTS

What we do:

We believe knowledge is power and community is everything. We created the original online hypnobirthing course - and now have a full suite to cover every stage of the early parenting journey.

Support for fertility, pregnancy, birth, the postpartum & early years of parenting phase.



Case studies

Interviews:

Email media@thepositivebirthcompany.com

All stories shared with permission for reprint.



Eleanor

“Although I'm still dealing with the feelings that came from the way my pregnancy ended, I absolutely credit hypnobirthing with helping me to have an 'easy' and positive birth. I feel that if I hadn't had those techniques, I would have become very stressed and the labour could have gone very differently.”

Eleanor Law did The Positive Birth Company's Hypnobirthing Pack when she was pregnant with her first baby, despite having some initial trepidations about hypnobirthing itself.

"At the time I was really scared of the idea of giving birth and so I joined an online masterclass from PBC in the hopes of finding out anything that might help. Straightaway, the focus on what the body does during labour and birth, and how to help that along, really appealed to me, so my husband and I did the full course together. I felt so much more confident - and even excited - about giving birth after this," says Eleanor.

Although Eleanor's pregnancy was low risk throughout, at 36 and 38 weeks concerns about her bump growth were raised.

"The second growth scan confirmed that my baby's growth had slowed and he was suspected to be small for his gestational age (SGA)," says Eleanor. "The medics couldn't say why this had happened but there were concerns that my placenta could be failing and there was an increased risk of stillbirth, which was absolutely horrible and frightening to hear. Following a conversation with the consultant and using the B.R.A.I.N. decision-making framework we learned on the course, we accepted induction at 39 weeks."

Eleanor used the techniques and tools she learned in The Hypnobirthing Pack to prepare for her induction and to remain calm and focused during the process, even though it wasn't the birth experience she'd originally hoped for.

"Although I found the induction process stressful and painful, I made sure to use the techniques and tools we had learned on the course, such as making the environment relaxing, trying to keep oxytocin flowing, UFO positions and Up Breathing," says Eleanor.

"It also give my husband a clear role in how to support me during what was a long process. When my waters were broken, the doctor even asked me if I had done hypnobirthing as I was so in the zone and told me to keep it going during labour!"

Eleanor had hoped to have her baby in a Midwife Led Unit, but due to the induction she ended up birthing on a labour ward. Despite this, she said it was still a positive experience.

"According to my notes I was only in active labour for about an hour and a half, I didn't require any instrumental delivery and baby was born after just 12 minutes of pushing," explains Eleanor.

"Thankfully he was completely healthy. Although I'm still dealing with the feelings that came from the way my pregnancy ended, I absolutely credit hypnobirthing with helping me to have an 'easy' and positive birth. I feel that if I hadn't had those techniques, I would have become very stressed and the labour could have gone very differently."

Case studies

Interviews:

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Lauren

“Due to being of 'advanced maternal age' (43) I was induced at 40 weeks. I think hypnobirthing helped me to focus and to talk myself through it when I really thought I wasn't making progress. I think it is such a valuable - and sometimes misunderstood - technique. I wish everyone could know about it and be informed of it as an option.”

Lauren Pahnke used The Hypnobirthing Pack in 2020 during her second pregnancy. "I'm in the US so I feel really lucky that it popped up, as no one else I knew here, including my doula, had heard of PBC, but I'm so glad I did!" says Lauren.

Giving birth in the US, Lauren knew that she'd be facing a likely epidural, particularly as 96% of people giving birth in her chosen hospital did end up having an epidural.

"Due to 'advanced maternal age' (I was 43, and was 41 for the birth of my older daughter) I was induced at 40 weeks," explains Lauren. "I definitely used what I learned in the course to consider this recommendation carefully. Ultimately I went along with it even though I really wanted to avoid a second induction."

Despite the induction which Lauren had hoped to avoid, the birth was a positive experience, largely due to the tools she learned in The Hypnobirthing Pack.

"I tried to avoid the pitocin and started out with having my waters broken, but unfortunately that didn't get things going, so eventually needed the drugs. That did get things going, very quickly, and I immediately had to start using Up Breathing to cope." says Lauren.

"The contractions were very frequent and I only had short breaks in between and I had to basically close my eyes and focus during each one. I found it all very, very intense, but by focusing on my breathing I could tune everything else out."

Lauren remained "in the zone", staying calm and focused throughout. "I was able to tune out the constant monitoring, what anyone else in the room was doing, or even what I needed to do next," says Lauren. "Unfortunately the room with the tub wasn't available, but I did spend a lot of time in the shower - luckily my husband had his swimsuit so he sat in there with me!"

"Eventually I felt "pushy" and after trying a variety of things, actually ended up on my back in the bed as that was the most effective for me. It later turned out my daughter was back-to-back so that may be why - I had a lot of pressure/discomfort in my back and also it honestly took a lot of effort and time to push her out!"

Lauren credits hypnobirthing for giving her the tools to manage the intense sensations of birth. "I think hypnobirthing helped me to focus and to talk myself through it when I really thought I wasn't making progress (probably transition, in hindsight)," says Lauren. "As I got frustrated, I basically told myself what I knew from the course, if that makes sense (I guess my own version of the affirmations that I had listened to while pregnant), and that I was going to get through it. And ultimately, it worked!"

"I felt like I was able to do at least some things my way, and am really proud of myself for doing that. Learning about hypnobirthing and the variety of ways to have a positive birth, was instrumental to my experience."

Need a particular case study? We can help with that too.

We have a large, highly engaged and vibrant community of parents who've used our resources to have a positive birth experience.

A positive birth experience doesn't look just one way. From home births to unplanned C-sections, our community of parents have used our tools in all birth scenarios. If there's a specific type of birth you'd like to use as a case study, get in touch and we can help.



media@thepositivebirthcompany.com



A certified B Corp using business as a force for good



Donation pledge of 1.5% of annual sales to charity (minimum donation)

20 hours volunteering for charitable causes per employee



Free education & support for patients & midwives

Instagram live Q&A's, Masterclasses on YouTube, resources & peer support groups on Facebook

Miracle Midwife initiative to celebrate midwives



Free training for healthcare professionals to address racial disparities in birth outcomes

Awareness campaigns on social justice issues related to birth & parenting



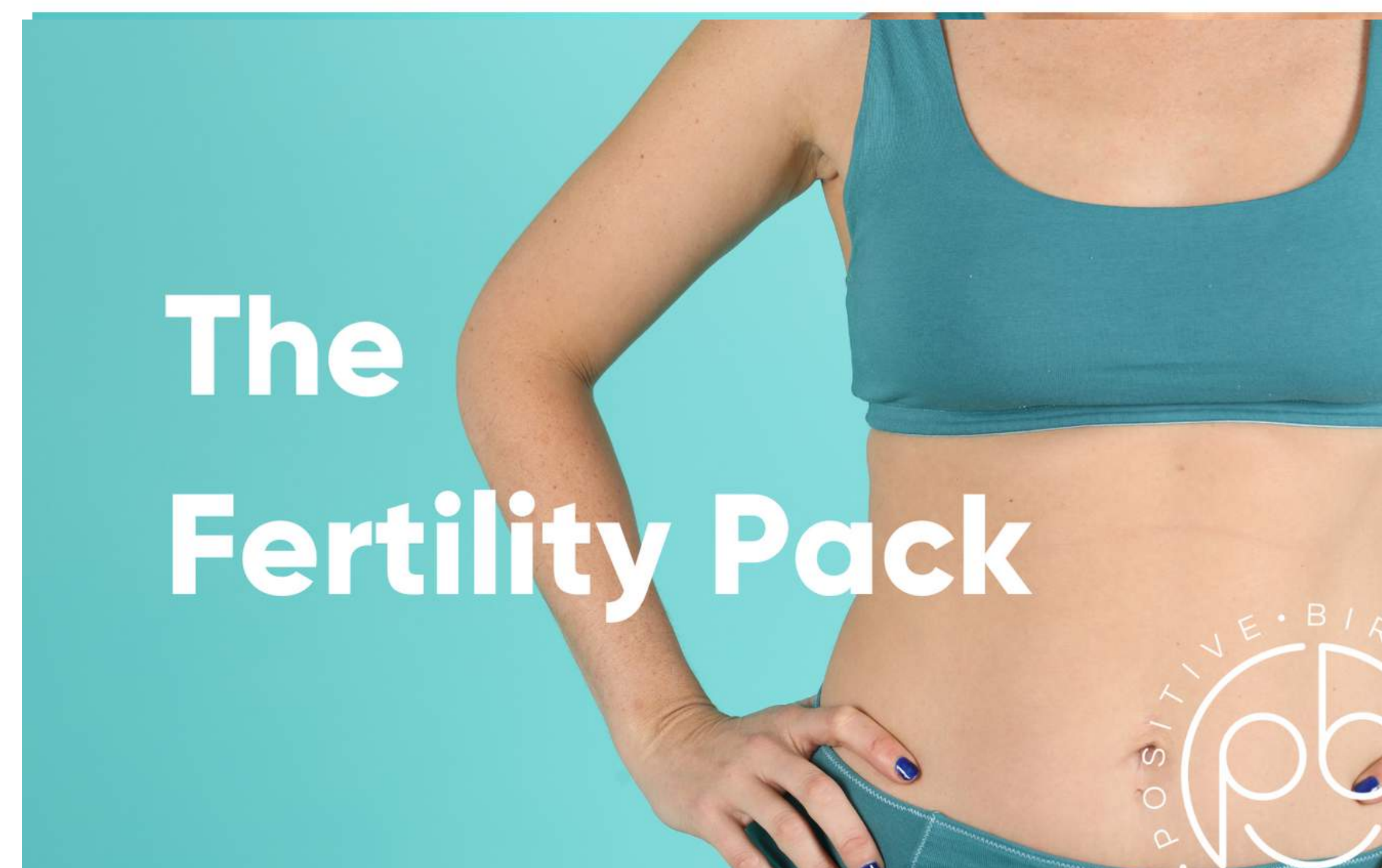
Call The Midwife pilot service for UK customers

Free 1:1 call with one of our resident midwives for all those signed up to our courses for pregnancy, birth & the postpartum phase



Our Digital Products

World leaders in perinatal education and support, The Positive Birth Company has pioneered a revolutionary approach to antenatal empowerment. Through digital resources, the latest technology and cutting-edge expertise, we've created a suite of products to support people from fertility through to birth. Named Parenting Brand of the Year for two years running, we set the industry benchmark.



Stage 1 Trying to Conceive Fertility Pack

- 8 in depth video workshops
- MP3 guided relations
- Downloadable support PDFs
- Fertility tracker
- Recipe planner
- Access to closed FB group

RRP £39

Launched March 2021

Also available in Gift Card format

Stage 2 Pregnancy Pregnancy Pack

- 11 in-depth video workshops
- MP3 guided relaxations
- Downloadable support PDFs
- Access to closed FB group
- Free 1:1 call with midwife
- Access to closed FB group

RRP £39

Launched October 2021

Also available in Gift Card format

Stage 3 Birth Hypnobirthing Pack

- 6+ hours of video content
- Subtitles on/off
- 8 relaxation MP3s
- Course notes booklet
- Birth preferences template
- Infant feeding guide
- Free 1:1 call with midwife
- Access to closed FB group

RRP £39

Launched March 2018

Also available in Gift Card format





Our Digital Products... continued

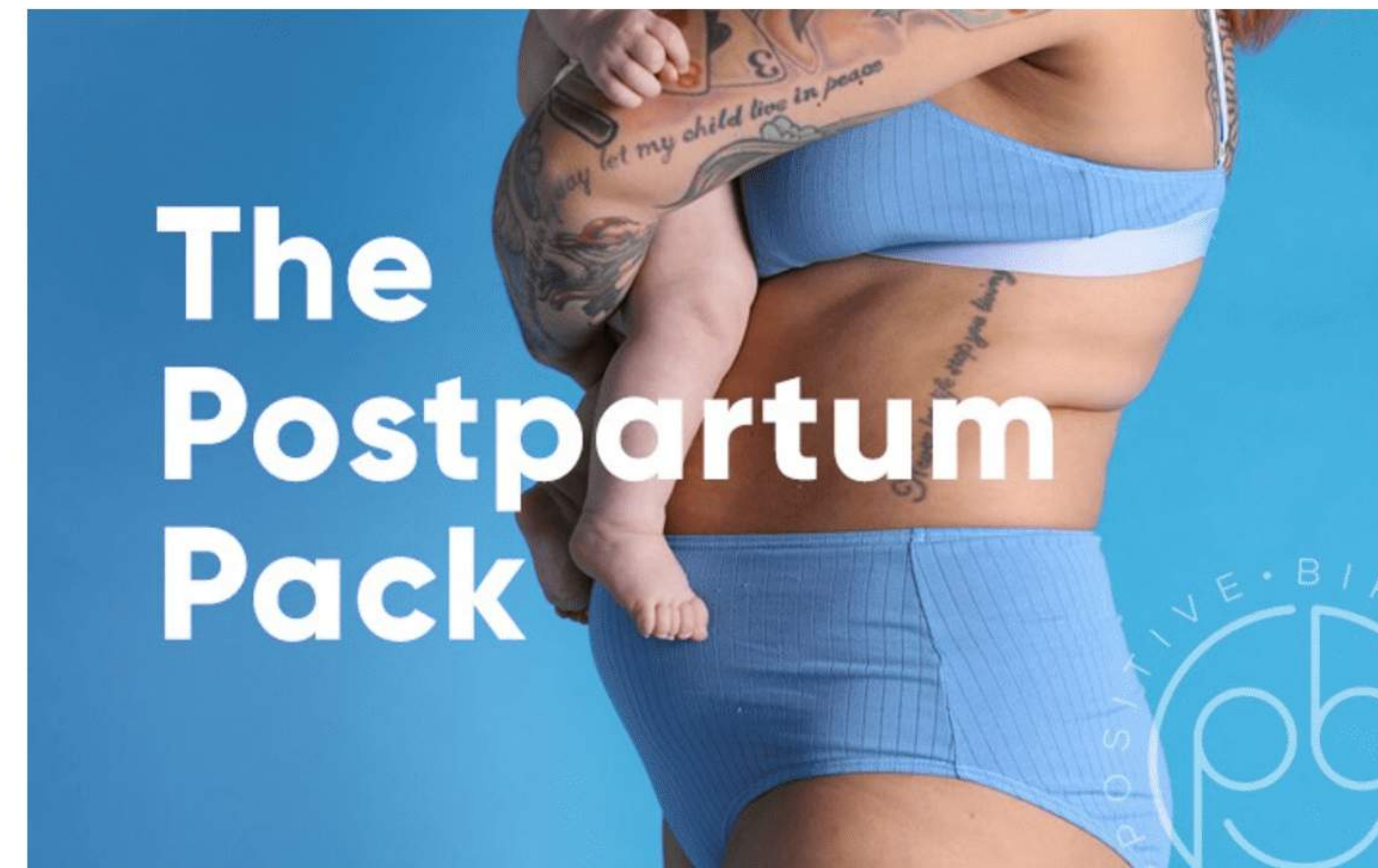
Revolutionising pre-natal, antenatal and postnatal education and support. Pioneering a ground-breaking, accessible and inclusive approach to fertility, pregnancy, birth and parenting empowerment.



Stage 3 Birth Freya App

World's first hypnobirthing-friendly virtual birth partner
Surge (contraction) timer
App Store App of the Day
App Store top paid apps of the year
Available in 6 languages
Available in App Store and Google Play Store
Available on phone & smartwatch

£2.99
Launched Feb 2019



Stage 4 Postpartum Postpartum Pack

7 in depth video workshops
MP3 guided relaxation
Downloadable support PDFs
Postpartum checklist
Access to closed FB group
Free 1:1 call with midwife

RRP £39
Launched August 2019

Also available in Gift Card format



Stage 5 Early Years Early Years Pack

8 in depth video workshops
Downloadable recipe booklet
Downloadable memory tracker
Access to closed FB group

RRP £39
Launched May 2022

Also available in Gift Card format

Key Stats...

Our Digital Courses

TAKEN BY OVER
150K PEOPLE

SOLD IN
OVER 150
COUNTRIES

FULLY INCLUSIVE:
SUBTITLES
& LGBTQIA+
FRIENDLY

ACCESSIBLE
FOR ALL AT £39

FEATURING
LEADING
INDUSTRY
EXPERTS

Freya

186K GLOBAL
DOWNLOADS

AVAILABLE IN 6
LANGUAGES

OVER 1000
5* REVIEWS

LISTED AS ONE OF
APPLE'S TOP APPS
FOR 4 YEARS
RUNNING



Our Book

TOTAL COPIES
SOLD OVER 100K

AVAILABLE IN 5
LANGUAGES

RATED 4.7 OUT OF
5 ON AMAZON

MORE THAN 3,000
4* & 5* REVIEWS

US & CANADA
PUBLICATION
MAY 2023



Our physical products

A selection of complimentary products



First steps for trying to conceive | Digital Course for growing your family

TTC Pack

A series of expert-led online workshops for when trying to conceive. Navigate your journey to conception in an empowered, informed and supported way.

www.thepositivebirthcompany.co.uk

FROM THE CREATORS OF THE BESTSELLING DIGITAL COURSE 'THE HYPNOBIRTHING PACK'

Pregnancy manual for the 21st Century | Digital Course watch from 4 weeks

Pregnancy Pack

Your digital companion through pregnancy, offering on-demand, expert guidance to help you navigate the next nine months.

www.thepositivebirthcompany.co.uk

FROM THE CREATORS OF THE BESTSELLING DIGITAL COURSE 'THE HYPNOBIRTHING PACK'

Evidence-based hypnobirthing, for all births | Digital Course watch from 12 weeks

Hypnobirthing Pack

Make your birth better with our fully comprehensive digital hypnobirthing course. Watch anytime, anywhere and prepare to be empowered.

www.thepositivebirthcompany.co.uk

THE WORLD'S BESTSELLING DIGITAL HYPNOBIRTHING COURSE

On-demand support for the fourth trimester | Digital Course watch from 30 weeks

Postpartum Pack

A series of expert-led online workshops. Everything you need to know for the early days, weeks and months with a newborn.

www.thepositivebirthcompany.co.uk

FROM THE CREATORS OF THE BESTSELLING DIGITAL COURSE 'THE HYPNOBIRTHING PACK'

Online parenting guide for the early years | Digital Course for the first five years

Early Years Pack

A series of expert-led online workshops. Advice and support to help you navigate the first five years of parenting, feeling informed and confident.

www.thepositivebirthcompany.co.uk

FROM THE CREATORS OF THE BESTSELLING DIGITAL COURSE 'THE HYPNOBIRTHING PACK'

www.thepositivebirthcompany.co.uk

little pack of positivity
positive affirmations for pregnancy

I inhale peace & exhale tension

My surges cannot be stronger than me because they are me

words for mothers
from mothers

a bad day does not make you a bad mother

be flexible and go with the flow

words for parents
positive affirmations for new parents

you are strong and will overcome any challenges

you are the best parent for your baby

HYPNOBIRTHING
Practical ways to make your BIRTH BETTER
SIOBHAN MILLER
Founder of The Positive Birth Company

Currently sold on our website and



"It has COMPLETELY changed my view on labour and birth"

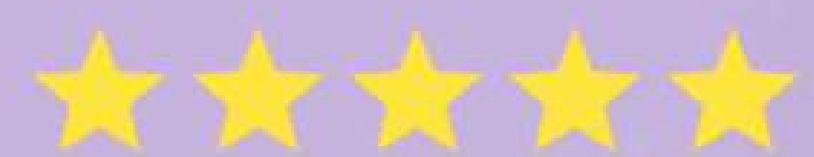


We purchased The Hypnobirthing Pack at around 30 weeks pregnant. It's taken all of the fear out of birth and I feel prepared and capable. Absolutely would recommend to any pregnant woman!

Katie



"I recommend to every pregnant woman I meet!"



It was so easy to digest and great to watch with my husband while preparing for the birth. I recommend it to every pregnant woman I meet! SUCH good value for money and a great community to be part of.

Susannah



"An absolute must buy for any pregnant person"



I honestly think I wouldn't have had such a positive birth experience if it wasn't for the knowledge I gained through the course. Thank you for making birth an empowering rather than terrifying experience!

Abby





Our global village

Supporting our virtual community with weekly Q&A's with our midwives on Instagram, monthly expert Masterclasses on YouTube, moderated private peer support groups and bump & baby clubs on Facebook, with educational and uplifting content across all platforms.



222k followers



84k followers

78k Facebook
group members



82.5k subscribers



3.7k subscribers

As seen in....

BBC
DRAGONS' DEN

THE  TIMES

BBC
Morning Live

happiful


GRAZIA

BAZAAR Harper's

The Telegraph

The  INDEPENDENT

Women's Health

GLAMOUR

Get in touch

Whether it's expert comment for a piece on birth, fertility, pregnancy or early years parenting, a case study feature, a tech or business profile, we can help.



media@thepositivebirthcompany.com

