

### **The “baby blues”**

Over 80% of new mothers suffer from mood instability starting in the first week after giving birth. Dubbed the "baby blues", it is considered a normal part of birth recovery. Since the hormonal fluctuations at the root of the issue eventually regulate themselves, no treatment is given. Women are left to cope on their own, losing the first precious weeks with their newborn baby to an emotional rollercoaster and exhaustion.

### **A different postpartum experience**

Birth recovery does not have to be so difficult. Jodi Selander, founder of PlacentaBenefits.info, believes that Nature intended women to begin their mothering journey balanced, rested and joyful. Placenta capsules are an easy way to restore what is lost during pregnancy and birth. The placenta contains a woman's own natural hormones, as well as iron, protein and other nutrients, providing the means to replenish and nourish her body. Women who take placenta capsules report fewer emotional issues, have more energy and tend to enjoy a faster, more pleasant postpartum recovery. Placenta has been used in Traditional Chinese Medicine for centuries to treat lactation and fatigue. Research has found that placenta does significantly increase a woman's milk production, and affects a variety of chemicals in the brain.

### **PlacentaBenefits.info**

After encapsulating her second baby's placenta and enjoying a wonderful and energetic postpartum experience, Jodi Selander began offering personal encapsulation services to women in the Las Vegas area. Months of hearing incredible testimonials from her clients inspired her to share her knowledge of placenta with every new mother. PlacentaBenefits.info was launched in July 2006 to promote placenta for postpartum wellness.

### **Global Appeal**

Since launching PlacentaBenefits.info, Jodi Selander has been contacted by women from the United States, Canada, Britain, New Zealand, Australia, Malaysia, Germany, China, Singapore and elsewhere, enthusiastic about the wellness provided within the placenta. Placenta encapsulation is a universal option that resonates with all women.

### **The Birth of a Movement**

Jodi Selander is on a mission to bring awareness of the benefits of placenta to mainstream society. Women undergo a huge transition after having a baby, and the massive hormonal and emotional fluctuations are just the tip of the iceberg. They are looking for a natural, healthy and practical way to have the best postpartum experience possible. Nature has provided a simple means to make the transition to motherhood easier for women and more peaceful for the entire family.

The old adage holds true – if Mama’s not happy, nobody’s happy.