

4 March



## **FIRST OUR BABY FORMULA, NOW THE CHINESE WANT OUR MIDWIFE CATH.**

It's not just baby Formula the Chinese are scrambling to get hold of in Australia, now they want our own Midwife Cath.

Popular Australian Midwife Cathryn Curtin, aka "Midwife Cath", is the best selling author of "The First Six Weeks" and "After the First Six Weeks". Her third book "Pregnancy" is on the way,.. so too is a trip to Beijing.

After the success of Midwife Cath's first 2 books, Chinese publishers have bought the rights to both books, and they're set to be translated into Mandarin. Midwife Cath will travel to China to promote her books.

Cath says, "Since the relaxing of the one child policy, Chinese women are having more babies than ever before, through my books I'm excited to be able to help them with their pregnancies and early motherhood journeys"

Traditionally Chinese women have had poor long-term breastfeeding rates, which is one of the reasons the Chinese source large quantities of baby formula from Australia.

Midwife Cath has become a trusted expert for new mums seeking good advice and has over 30,000 instagram followers. She has strong views and her advice can sometimes be controversial.

Midwife Cath is a strong advocate for breastfeeding, however she also respects and supports the rights of women who choose to bottle-feed using baby formula. Cath says, "What's important is that babies are fed, not hungry."

She says, "My **Bath, Bottle, Bed** routine for new mum's includes introducing a bottle of milk starting from the baby's first night home from hospital."

The bottle feed, given by the father or mother's partner, could be expressed breast milk, or formula, it's the last feed of the day, and gives mothers a well earned rest. Partners get a chance to bond with their baby, giving them a bath, a feed and putting the baby to bed.

For interviews contact: Karen O'Sullivan 0409126792 karen@koms.com.au

## **MORE ABOUT MIDWIFE CATH:**

Midwife Cath is an expert in women's health, pre-pregnancy, antenatal care and education, pregnancy, labour and birth, postnatal care, breastfeeding, and parenting.

Midwife Cath has 30.9k followers on Instagram

Midwife Cath is a mother to Lachlan who will soon be getting married.

Midwife Cath has been a midwife for 44 years and delivered more than 10,000 babies with women aged 14-49

Midwife Cath has worked with high profile new mums like Bec Judd, Rebecca Maddern, Emma Hawkins, Carrie Bickmore, Cath Riewoldt and Brooke and Trent Cotchin.

Midwife Cath began her nursing training at Melbourne's St Vincent's Hospital in 1975 and then as a midwife in 1979 at Mercy Hospital in East Melbourne.

Midwife Cath has a Podcast Series called "Birth, Baby and Beyond" available on PodcastOne and itunes.

Midwife Cath offers phone, skype or private consultations and does home visits.

Midwife Cath is currently running Master Classes in most capital cities, details on <https://midwifecathsvillage.com.au/midwife-caths-master-class-series-2019/>

Midwife Cath was recently published in a New York magazine The Cut. <https://www.thecut.com/2018/11/how-to-get-six-hours-of-sleep-a-night-as-a-brand-new-mom.html>

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