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PRESS RELEASE FOR IMMEDIATE DISTRIBUTION

ACUPUNCTURE TAKES ON NEW MEANING THROUGH CHILDBIRTH
Experience Eastern Medicine to Ease the Pains of Labor and Delivery



Chicago, IL – July 7, 2008 – Experienced acupuncturist and health care professional Jennifer Paschen, owner of the Integrated Healthcare Center for Women and Children THE NEST in Chicago's Lincoln Square neighborhood, offers a unique opportunity for women planning their labor and deliveries – childbirth acupuncture.

Having studied with the leading Childbirth Acupuncturist in the US, Claudia Citkovitz from the Brooklyn Medical Center and who was recently featured in the hit movie, *The Business of Being Born*, Paschen is the only childbirth trained acupuncturist in the city of Chicago. Paschen and her team provide women with an alternative to the traditional pains of childbirth through the use of acupuncture. Labor is induced naturally while preparing the body for birth, relaxing the pelvis and increasing the cervical ripening. Acupuncture is known to assist in supporting breech babies by helping them turn to the desired position for a healthier delivery, as well as mother's energy tends to sustain itself longer when using acupuncture during labor. In addition, for those women suffering from high blood pressure, acupuncture during childbirth is proven to lower this. Among the other great benefits is that labor tends to be shorter and pain tends to be lighter when acupuncture is used.

THE NEST offers three childbirth acupuncture support treatments for moms to be to consider. For \$1700, the first and most common of these packages includes 3 prebirth acupuncture treatments as well as the guaranteed attendance of your labor and delivery with continuous support throughout the entire birthing process. If you prefer to experience childbirth acupuncture without the prebirth acupuncture option, this price is reduced to \$1500. Finally, for those moms to be who aren't sure if this is what they want on their big day, THE NEST offers an on call childbirth acupuncture package. Easing anxiety, assisting in pain, lowering blood pressure, and promoting a smooth progression of labor, mom's can trust that this will help them through their labor and delivery. The on call retainer fee is \$300 with an on site treatment of \$90/hour with a 3 hour minimum.

To learn more about childbirth acupuncture, THE NEST, or founder and acupuncturist Jennifer Paschen, please contact Nicole Leinbach Reyhle at 312.925.8562 or Nicole@retailminded.com. Interviews with Paschen, story ideas, and tours of THE NEST are also available. You can learn more by visiting www.thenestchicago.com.

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