



BIO-LOGICAL CARE PROGRAM

protective preventative intervention





Hello - it's lovely to have you here...

At the heart of our work is a deep commitment to support our infant's health, and provide the natural, preventative intervention to their caregivers during the prenatal and postnatal journey.

We do this by connecting with like-minded partners and teaching parents how to recognise and harmonise their infant care alongside nature's necessary balance through our Bio-logical Care Practice. With principles rooted in nature, this practice has consistently helped ease, and in many cases, eliminate, common infant challenges such as colic, reflux, silent reflux, dairy and lactose overload, the witching hour, and misdiagnosed cow's milk protein intolerance. These symptoms often trace back to what I define as Digestive Overload—the root cause that deserves greater attention.

As the founder of IPHA, and an Infant Gut and Postnatal Practitioner, I've held countless distressed babies and witnessed the emotional toll of frustration, guilt, and uncertainty on parents, that is caused by a lack of proper postnatal education and support. I know, with all my heart, and thirty years in this field, that it's time to rethink and reshape the way we approach postnatal care.

I believe you feel that too, and I look forward to potentially working together to create meaningful change for families everywhere.

Philippa Murphy

Founder IPHA, CBS, INHC, BMs



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a new mindset

At IPHA, we know that many early postnatal symptoms and negative health outcomes in infants can be prevented when parents are equipped with practical, evidence-based skills before birth, along with accessible, tailored support after birth.

We believe the science of infant digestive biology and communication holds vital insights that should be clearly shared with parents before childbirth. This helps reduce the stress of seeking answers during the demanding postnatal period, allowing parents to focus on recovery and bonding with their baby.

That's why we're shifting the narrative from reactive postnatal care to proactive, preventative support - delivering proven, effective strategies that promote healthier outcomes for both infants and their families.

our mission is fourfold

1. To support all infants in thriving through their fundamental right to good health during the vital first year of life. This begins with understanding how their bodies function, learning to interpret their cues, and responding in ways that promote a stable and balanced unfolding.
2. We are strongly committed to reducing unnecessary symptoms and outdated or ineffective treatments for colic, reflux, silent reflux, the witching hour, dairy overload, and misdiagnosed cow's milk protein intolerance. Through our Bio-logical Care approach, we've helped bring relief and transformation to many of the estimated 33,000,000 infants suffering with so-called colic, and 90,000,000 experience varying degrees of reflux symptoms every year in our world!
3. To empower parents to support their infant's holistic growth. We aim to help parents feel connected, confident, and well-informed as they care for their child, and themselves, during this life-changing transition into parenthood.
4. To collaborate with forward-thinking partners. Together, we want to continue creating a global movement that supports postnatal balance for families, nurturing both biological and emotional well-being so that everyone in the family can truly thrive.

What is Bio-logical Care



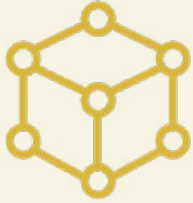
designed to...

Bio-logical Care is designed to equip parents and caregivers with the must-know, life-logical knowledge, and practical, natural skills needed to confidently navigate the first year of life for their child and themselves.

This harmonising practice embraces the two most integral stages of postnatal life: birth to six months, and the first six months of introducing solids. During this time, it offers parents clear, practical guidance on their baby's care while supporting balanced nutrition, comfort, holistic development, and restful sleep for their infant.

It provides a sustainable, realistic road map that can stem the tide of desperation and deep heartache that the lack of postnatal education creates for parents. It respectfully informs them of optimal care practices, whilst being flexible and supportive to the parent's choices, keeping the health of the infant to the fore. And we have now been told, by thousands of parents that have implemented Bio-logical Care, that "it just makes sense," which in our words means, it's life-logical - bio-logical!

entwinning our four pillars...



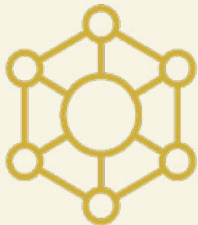
Understanding

Through the knowledge of knowing we have the power to choose the pathways that feel aligned to us as parents.



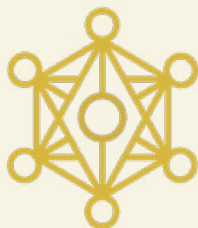
Response

Understanding how to respond to our infants continual communication is vital in creating strong emotional bonds, health and security.



Connection

We can offer so much interaction and wealth to our infant's lives through touch, sound, and nature's magnetic, vibrational bio-field.



Balance

Through balancing our providing to compliment nature's biological gifts, a family gets to thrive in equilibrium.

nurture's with nature by...

- embracing a respectful, evidenced based practice that envelops the natural unfolding of an infant's digestive system and their entwined brain development from newborn to one year of age.
- offering guidance, from milk to solids, on balanced nutrition that harmonises with nature's physiological design.
- sharing our founders life-changing discovery of the Six-Wind-Cues - a universal newborn language that is essential to understand and respond to for the release of air and thus provision of comfort.
- teaching connection through the symbiotic bio-magnetic field of the child and carer to enhance vibrational health and healing whilst learning how to move with the feeling body.
- providing soothing calming techniques that all parents can use to regulate their child's nervous system and their own.
- delivering practical skills for baby and parents that uplift the mental health of all.

We do this through teaching...

Bio-logical Attunement

When the whole is attuned the frequency of emotional fulfilment and safety between parent and child can commune in a way that is inclusive, acknowledged and accepted in that moment. Thus laying the groundwork for the family to thrive in compassion.

Bio-logical Feeding

Here we provide the practicalities and knowledge that fosters digestive comfort and optimum nutrition which also helps parents to avoid, or heal intolerances, whether the infant is being breastfeed, bottle, or formula fed or having solids.

Bio-logical Burping

Providing guidance on how to burp an infant with our ten-step method called Nature's Wind Sequence, which involves recognising and responding appropriately to an infant's innate Six-Wind-Cues.



Bio-logical Calming

We develop an infant's communication, attachment, co-ordination, awareness, neurology and security through teaching parents how to connect and calm their infant's via their instinctive reflexes, senses and emotional vibration. This often simultaneously calms the parent.

Bio-logical Communication

From recognising pain cues to sleep cues, we teach parents how to truly know what their infant is telling them and then how to answer that request with holistic skills.

Bio-logical Digestion

Learning the basics about how the infant's digestive system functions is essential for parents to provide balance and feel confident within the teachings of Bio-logical Care.

Bio-logical Sleep

Here we teach parent to work with the infant's circadian and biological sleep rhythms whilst teaching parent's the practical skills to create healthy habits and restorative sleep cycles.

Bio-logical Solids Weaning

A back-to-basics healthy, gradual approach to introducing solids in line with an infant's digestive capacities, capabilities, and nutrient requirements, while also considering allergenic foods and intolerances.

Bio-logical Maternal Health

From birth healing to postnatal depression, to creating meaningful support, this part of our program is all about respecting and nurturing the mother's physical recovery, and mental health so our mothers feel sustained during their transformative blooming.

Bio-logical Paternal Health

It's just as important that a father, or partner, feels supported and confident, and so we provide powerful understanding about their physical and mental changes. Along with educating them on the signs of maternal overload, and how to offer consistent, compassionate support to themselves and their partner.

Bio-logical Partnership

To nurture a healthy environment we also provide partnership guidance on how to collectively define the parent legacy they would like to form for their child, and how they might deliberately preserve their relationship.



Our core
parent services

Prebirth Postnatal Classes

Parents can feel truly held and ready for their little one by learning the practical nurturing skills that all parents need from our Certified PreBirth Bio-logical Educators. These enlightening classes are seriously like no other classes available, as they embrace the authentic postnatal journey, whilst enabling parents to make informed decisions and offer physical solace to your child, resulting in faster postnatal solutions to common issues that can arise, and balanced well-being.

Bio-logical Solids Classes

As the infant approaches six months parents can return to us for further education with our Certified Bio-logical Weaning Educators for holistic knowledge on introducing solids and the providing of these up until one year of age, and beyond.



Postnatal Bio-logical Consults

Once baby has birthed, if parents require more support in the moment with the methods of Bio-logical Care they can reach out to one of our highly skilled certified Postnatal Bio-logical Consultants for advice.

Parent Community

Building parenting communities that support each other is one of our core values, and so we offer a online haven for parents that are walking the path of Bio-logical Care to evoke heartfelt conversations, and continual learning.



professional testimonials





Dr Nagrani

Pediatrician

“I know I will be distributing your reasoning and scientific rationale widely, and referring mothers to you for sure.”

“I am so excited to have met such an inspiring women like Philippa, whom has really thought out of the box, and has proven to significantly help gassy babies and their stressed out mommies. I really hope you find a way for this very useful information to reach more people because far too many moms are struggling with this. I know I will be distributing your reasoning and scientific rationale widely, and referring mothers to you for sure.”



Dr Marinus

Chairman Royal College
of Chiropractors
Pregnancy and
Paediatrics

“I really feel that any healthcare professional that is involved at any level with infants and families, needs to have a grasp of these techniques because they are so easy to apply, and pass on to families.”

“Philippa's clinical practice and methodology has made such a significant positive effect within my practice as a Paediatric Chiropractor. So much so that I have invited her to teach in my parenting courses. I think BabyCues can only improve parenting, because the techniques empower and improve the parenting experience, which is so important.”

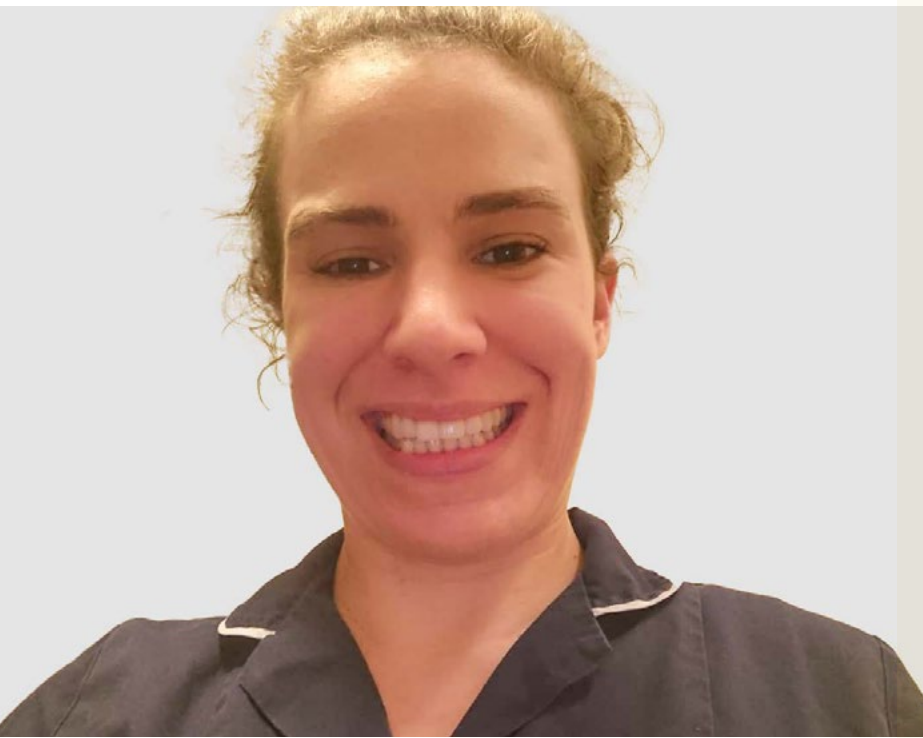


Dr Mangan

General Practitioner

“I am delighted to find a medicine free way of managing the over diagnosis of reflux.”

“As a GP I am increasingly distressed by the excessive prescribing of medications for our precious babies and the complete lack of support, or decent advice for the unlucky parents dealing with their screaming children. I am delighted to find a medicine free way of managing the over diagnosis of “reflux” and believe that this insight will help other parents to avoid the nightmare and instead discover a nurturing way to manage their baby's problems.”



Sophie

UK Midwife

“Philippa really is a genius in her teaching. This information will not disappoint.”

“Having worked in a busy postnatal ward for over six years, I have no hesitation in saying that the Bio-logical methods are a universal tool that every parent, experienced or not, can learn a lot from. This information will not disappoint! With this knowledge you will be choosing to assist parents to nurture realistically and holistically.”



Susan

Nutritional Health Coach

“Bio-logical Weaning provides much needed support to our mums by taking out the guess work in an easy to follow framework, addressing challenges that may come up and, does it all with love.”

“Bio-logical Weaning is the knowledge I wish I had when I was weaning my little one. The simple, informative and well researched nutritional approach will make all mums breathe a sigh of relief. It is nutrient dense, matches what our infants need and provides optimal support through its holistic view. Our gut health is developed in the first two years of life, and this is why this approach is perfect for our infants.”

Discover how this program
may align with your goals.

CONTACT US



INFANT PARENT
HEALTH ALLIANCE

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