



# 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

# contents

A new mindset	05
Our mission	06
What is Bio-logical Care	07
Four pillars	10
Our teachings	11
Parent services	14
Train as an educator	24
Professional testimonials	26
Contact us	32



*Empowering preventative intervention is key, if we are to truly support the blooming of our infant's inner nature.*

## 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 their 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.

# a fourfold mission

1. To support all infants to thrive within 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 stress, 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

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# 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.

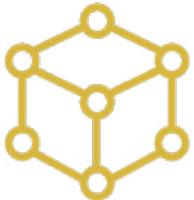
This harmonising practice embraces the two most integral stages of postnatal life: birth to six months, and the first six months of introducing solids. During this time, it offers parents clear, practical guidance on their baby's care while supporting balanced nutrition, comfort, holistic development,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

# 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.

# entwining 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, co-regulation bio-field.



## Balance

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

# we teach...

## 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 breastfed, 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.



*We strive to revitalise and expand current care practices to diminish any depleting, unnecessary postnatal suffering, and support the development of the whole child.*

## Bio-logical Calming

We teach parents how to responsively calm their infants through those natural and imbalanced moments of discomfort with proven techniques that use their infant's instinctive reflexes, senses and emotional vibration to develop symbiotic connection communication, attachment, co-ordination, awareness, security and neurological advancement.

## 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 in order to provide balanced feeding, burping and sleep with confidence.

## Bio-logical Sleep

Here we teach parents to work with their infant's circadian and biological sleep rhythms along with sharing practical skills to create healthy sleep habits.

The mental health impacts that will be saved for a family by knowing these skills alone, is priceless.





## 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 postnatal parent classes

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## what to expect...

We offer parent classes that we feel are essential because they nurture responsive care and are geared toward the prevention of Digestive Overload symptoms for our infants, while creating parenting confidence and empowerment of holistic care practices that align with biology.

Our classes are delivered by IPHA Certified Educators with a mixture of theory, interactive learning, powerpoint presentations and videos.

The atmosphere is a safe, relaxed coming together of parents that are moving through the same stages. It's a place where parents can learn from the three decades of experience that we share, and they can express their questions and concerns freely, either anonymously or in the moment. They also receive guides and worksheets to keep referring back to.

Plus, after the parent has finished the class of their choice, we offer ongoing support in our IPHA Parent Community, where they can receive additional resources and commune with a international collective of like-minded individuals that also want to nurture their child alongside natures biology.

introducing our two class...

## Prebirth Postnatal Classes

Parents can feel truly held and ready for their little one by learning the practical nurturing skills that all parents need. These enlightening classes, held by our Certified Bio-logical Prebirth Educators, are seriously like no other classes available. We embrace the authentic postnatal journey and enable parents to make informed decisions, resulting in faster postnatal solutions to common issues and balanced well-being for the entire family.

- in-person eight week class
- one attendance per week
- for pregnant parents - first-time/well-versed
- theory and practical know-how
- evidence and reality based



## Topic overview

- first 24 hours - baby, mum, partner
- foundational care
- Bio-logical Daily Patterns
- Bio-logical Breastfeeding
- Bio-logical Bottlefeeding
- Bio-logical Burping
- Bio-logical Cues, Attunement and Calming
- Biological Sleep
- general practical care
- normal and abnormal health indicators



# PreBirth Curriculum...

01

FIRST 24 HOURS - BABY, MUM & PARTNER

Baby - standard checks after birth, skin-to-skin, baby's umbilical cord and delayed clamping, vernix caeosa, baby's breast crawl, weight, stools, fontanel.

Mum - common physical occurrences and solutions inclusive of caesarean recovery, episiotomy, lochia, initial milk supply and engorgement management, effects of medication on Mum and baby, with natural remedies to aid recovery.

Partner - understanding emotional changes and how best to support the mother, partner and baby.

General - essential items with minimalism in mind.

02

FOUNDATIONAL CARE - BABY, MUM & PARTNER

Baby - a practical session on nappy changing, bathing and some basic massage to ease digestive discomfort. We also share information on ideal weight gains, cradle cap, rashes, temperature, stools and oral ties.

Mum - understand baby blues, postpartum depression, postnatal psychosis and sleep deprivation.

Partner - further information on postpartum depression for men and preparation for moving through possible challenges.

## 03

### BIO-LOGICAL DAILY PATTERNS

Parents learn how to nurture digestive and emotional homeostasis with balanced feeding, burping and sleep patterns. They will also learn about the unbalanced patterns that cause colic, reflux, the witching hour, lactose and dairy overload and intolerances so they can prevent or remedy these for their child, whilst truly feeling confident in their decision making.

## 04

### BIO-LOGICAL BREASTFEEDING

Everything parents need to know to aid a healthy, breastfeeding relationship inclusive of breast anatomy and function, milk composition and production, hand expressing, stimulating supply, managing oversupply, baby's suck swallow momentum, positions, latching, naturally combating common issues and what is a healthy breastfeeding diet that limits digestive upset for their child.

## 05

### BIO-LOGICAL BOTTLEFEEDING

Here we teach parents to choose the right bottle, make up a bottle, how to feed a bottle in accordance with reflexes, expressing for bottle feeds and what they need to know about formula ingredients (no brands provided).

06

## BIO-LOGICAL BURPING

Parents discover the cycle of trapped air in the digestive tract, optimum burping for each age, salivary enzymes and how to best use pacifiers. We also share our ten-step method of burping that will have parents providing Bio-logical Calming techniques, appropriate positions and recognising their baby's Six-Wind-Cues.

07

## BIO-LOGICAL CUES, ATTUNEMENT AND CALMING

Understanding and attuning to an infant's verbal and physical communication is paramount so here we share ways to connect and respond confidently with calming sound bonding, touch, and positions.

08

## BIO-LOGICAL SLEEP

We invite parents to establish balanced sleep habits that fulfill their infant's natural requirements at different ages, whilst learning about their child's body clock, the true tired cues, how to sleep baby for longer sleep cycles, settling techniques and the ideal equipment.

learn more

## Bio-logical Solids Classes

As the infant approaches six months parents can join us to learn our holistic method of Bio-logical Solids Weaning with our Certified Bio-logical Solids Educators. This knowledge marries together the introduction of puree and chunky foods but in the best timing for the infant's oral and digestive development. This method of Plain + Slow = Gain + Grow really does empower nutritional health and enjoyment for the whole family.

- in-person seven week class
- one attendance per week
- all parents with 6-12 month-olds
- theory and practical know-how
- evidence and reality based



## Topic overview

- prepare to start
- Bio-logical Solids Weaning
- digestive development and research
- intolerance, allergies and obesity
- nutritional foundations
- fussy feeders
- Bio-logical Daily Patterns
- appropriate monthly food introductions
- food preparation
- self-feeding and cups
- stools

# Solids Curriculum...

## 01 PREPARE TO START

Parents can prepare well by defining expectations and gaining a basic list of equipment and general guides on storing food.

## 02 BIO-LOGICAL SOLIDS WEANING

We teach parents the core philosophy of this method of weaning, its main features and why it is a healthy choice as they explore their infant's digestive and oral development, so they can fully understand the reasoning behind this life-logical method and when it is best to start.

## 03 INTOLERANCES, ALLERGIES AND OBESITY

Learn the differences between intolerances and allergies, the common allergenic foods, when and how to introduce them, symptoms, prevention, and when to seek medical advice. We also delve into obesity, distilling the belief that a chunky infant is a healthy infant.

## 04 NUTRITIONAL FOUNDATIONS

Parents learn about the importance of milk, fat, carbohydrates, gassy foods, sugar, salt, nutrients, vitamins and commercial baby foods.

## 05 FUSSY FEEDERS

Gain understanding on picky eating and when to recognise an infant that may require further investigations by the appropriate professional. Parent's will also learn tools that can help reduce fussy feeding.

## 06 BIO-LOGICAL DAILY PATTERNS

We teach parents how to respect the natural rhythm of digestion throughout the day by sharing patterns that allow nutrients to be broken down and absorbed appropriately, whilst implementing ideal fluid intake and optimum developmental sleep.

## 07 MONTHLY FOOD GUIDE

Learning the specific foods, textures and amounts that align with an infant's digestive and oral development is of course essential and we revel in delivering this know-how.

## 08 FOOD PREPARATION

Uncomplicated ways to cook foods, create the different textures for each age and storing them for easy, balanced daily menus allows parents to relax into providing solids.

## 09 ADDITIONAL TIPS

We teach parents how to transition to self-feeding, when to introduce cups and how to help their infant adjust to these. They'll learn what cups are suitable and how much water is best too. We also provide ways to help constipation, whilst understanding what stools are normal.

[learn more](#)





Certify as an  
educator

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# make a difference

## BECOME A CERTIFIED EDUCATOR

Full training provided, no qualifications required.

Pioneer the new postnatal age with us in the best interest of our infant and their carers wellbeing, with an approach that holistically honors their blueprint.

Whether you're a parent looking to give back, a maternal health professional wanting to expand your clinical offerings, or an early childhood center or maternal health organisation wanting to offer more to your families, this training and certification to deliver our ready-made classes is designed for you! Especially if your aim is to enhance a world of health for infants and responsive confidence for parents.

learn more

## OUR INFANTS NEED YOU



Millions of infants are unnecessarily suffering with Digestive Overload, the real cause of colic, reflux, silent reflux, lactose and dairy overload, the witching hour and some cases of mis-diagnosed cow's milk protein intolerance, which our methodology has proven to prevent and eliminate.



Medical pathways are vastly failing to remedy digestive related causes for our infants with many being prescribed unnecessary pharmaceuticals that create serious, and sometimes irreversible health complications, not to mention the mental impacts on the dyad.



Parents are not being taught all they need to know to achieve balance and obesity rates around the world are dramatically increasing with the current postnatal care practices greatly contributing to this. Despite prevention being available and the first two years being a precursor to obesity.

# Professional testimonials

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# Professional Testimonial

## Dr Nagrani

Pediatrician

“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.”



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

# Professional Testimonial

## Dr Marinus

Chairman Royal College  
of Chiropractors, Pregnancy  
and Paediatrics.

“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.”



*“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.”*

# Professional Testimonial

## Dr Mangan

General Practitioner

"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."



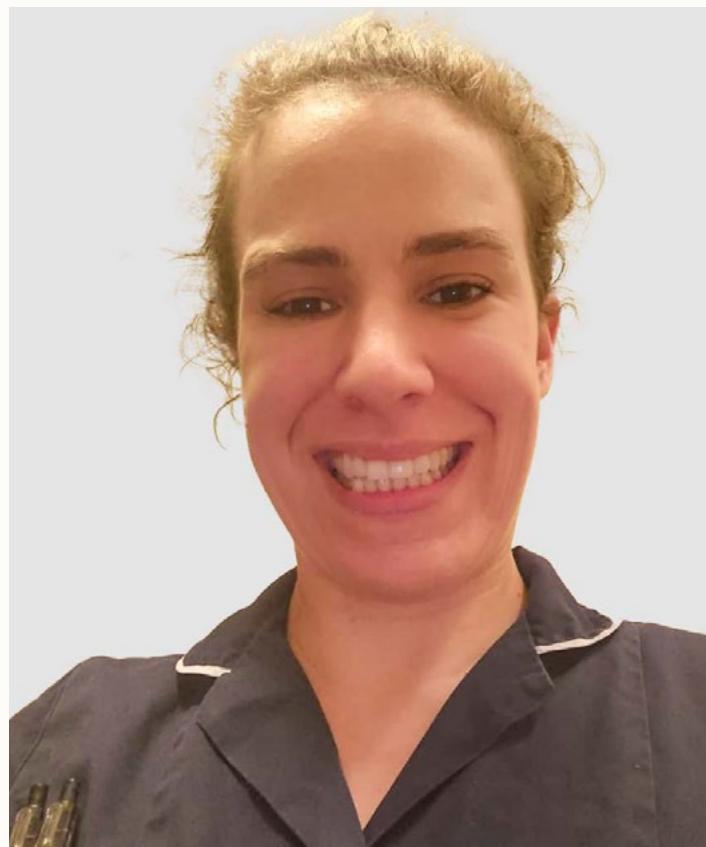
*"I am delighted to find a medicine free way of managing the over diagnosis of reflux."*

# Professional Testimonial

## Sophie Robinson

UK Midwife

“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.”



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

# Professional Testimonials

## Susan Scallon

Nutritional Health Coach

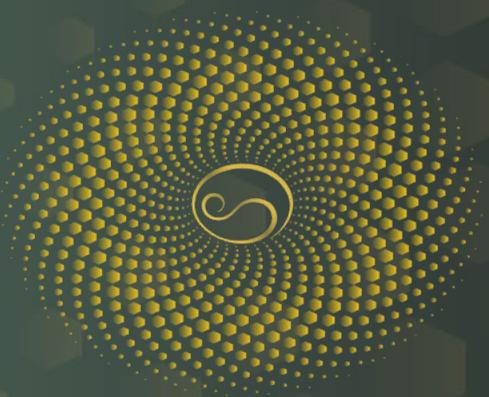
"Bio-logical Weaning is the knowledge I wish I had when I was weaning my little one. The simple, informative and well researched nutritional approach will make all mums breathe a sigh of relief. It is nutrient dense, matches what our infants need and provides optimal support through its holistic view.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



*"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."*

DISCOVER HOW THIS  
PROGRAM MAY ALIGN  
WITH YOUR GOALS

contact us



# INFANT PARENT HEALTH ALLIANCE