

## Ariana Horning Inducted into Worldwide Who's Who for Excellence in Birth Support Services

Written by Australian Business

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AJAX, ONTARIO, September 12, 2013 **/24-7PressRelease/** -- Ariana Horning, RMT and Birth Doula at Essense Of Birth Doulas, has been recognized by Worldwide Who's Who for showing dedication, leadership and excellence in birth support services.

Drawing on more than five years of practiced expertise in her field, Ms. Horning parlays her experiences into her position with Essense of Birth Doulas. Over the past three years, in her capacity as a birth doula, she has provided physical and emotional support for mothers during childbirth.

Clinical studies have shown that professional labour support providers, aka birth doulas, significantly improve outcomes during labour and delivery by reducing the overall risk of such interventions as cesarean births, episiotomies and vacuum and forceps assisted births. Births attended by a doula are shorter in duration, and women in labour with doula assistance request narcotic and epidural pain relief less often. A doula's value continues after birth, with higher breastfeeding success rates and more positive transitions to the new family dynamic.

Pregnancy and childbirth has always fascinated Ms. Horning, which drove her to pursue massage therapy, specifically for pregnant women. She received a diploma in massage therapy from Sutherland-Chan School of Massage Therapy, and through the program, has worked with high-risk prenatal and postpartum mothers in a hospital setting, as well as lower-risk patients in a clinical setting. Over the past five years that she has been practicing as a registered massage therapist, she has worked with prenatal and postpartum mothers, as well as infants and children. From there, it was a natural progression for Ms. Horning to apply her hands-on skills to supporting women through childbirth.

Ms. Horning is a registered member in good standing with the College of Massage Therapists of Ontario. She is also an active member of the Registered Massage Therapists Association of Ontario and DoulaC.A.R.E. Inc.

Currently, Ms. Horning offers massage therapy, birth doula services, placenta encapsulation services, and a line of all-natural baby care products through Arbonne International Canada.

For additional information regarding Essense Of Birth Doulas, please visit <http://essenseofbirthdoulas.com>

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About Worldwide Who's Who With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

For more information, please visit <http://www.worldwidewhoswho.com> .

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