



*Butterfly Beginnings  
Perinatal Wellness  
Dionne Finnegan  
Specialist Placenta Services Provider*



## General Information

### What is Placenta Encapsulation?

Placenta encapsulation or placentophagy, is the process of preparing a mother's placenta, by dehydrating, and powdering. The powder is placed into capsules, allowing the mother to ingest as she sees fit.

By ingesting the encapsulated placenta, after her labor and birth, the mother reintroduces beneficial nutrients, hormones, and proteins, to her body. This is believed to restore a more balanced body function, resulting in less frequent instances of "baby blues" and the more serious postpartum depression, as well as promoting a shorter healing time, increased maternal energy levels, and an over-all feeling of wellness.

### What is the Traditional Chinese Medicine method (TCM)?

This is the oldest recipe we have for placenta encapsulation. The hallmark of this method is steaming the placenta. In TCM theory, the process of labor and birth leaves a lot of open, empty space, which is considered very yin, or cold. Therefore, one major way we can promote healing during the postnatal period is to add yang energy via heat. Raw placenta is considered extremely cold, and therefore inappropriate for extended use during the first couple of months after birth. We therefore incorporate only steam through the placenta, and the final result is warming, tonifying, and nourishing for the postnatal mother that still retains the nutrients and hormones of benefit.

Warming herbs such as lemon and ginger are **ONLY** added on request, or as prescribed by your TCM Dr.

This method is used for natural and interventive births.

### What is the Raw Method?

The Raw method is often used for clients who adhere to a Raw diet, which is based around the idea that heat destroys vital enzymes in food. All food preparation is restricted to temperatures between 45-55oC. In the case of placenta, some argue that the Raw Method also yields a medicine with more hormones and nutrients than the TCM method.

This method is best used only for completely natural births, although this is not a therapeutic rule.

### How to Choose?

Some people are clearly drawn to one method of placenta preparation, or a particular form of medicine. For those who are undecided, I would recommend choosing a ½ ½ option for encapsulation and a RAW base tincture. This means you are gaining the maximum benefits from this rare experience. My reasoning is based on the intended time period during which each form is taken.

Raw placenta is perfectly indicated for this intense, short-term blood building, energy replenishment and ongoing premenstrual cycles.

Placenta capsules are usually taken within the first 6 months. Postnatally; the tonifying, nourishing qualities of placenta prepared in the TCM method are best suited to this short term postnatal healing for long term health benefits, when the goal is to reduce postnatal depression, improve milk supply, or replenish the body after birth. Placenta tinctures are well-preserved, and are therefore great for lifetime use, such as infant symptom relief, menstrual difficulties or menopausal symptoms. Because it will generally not be used until after the postnatal period has passed, there is no longer a focus on warming yang energy.

These are my current thoughts on the different methods of preparing placenta medicine, though they are subject to change should new information present itself.

### What can you expect for your investment?

You newly birthed placenta, if chosen the 'pick up' option, will be collected within a 4 hour period within the hours of 6am-9pm, 7 days a week.

A high standard of sanitizing, safe, and professional service, through the hospital and when you receive your capsules.

An observation and assessment letter including photos and anatomical description of your placenta

Your packaging has a printed label with name, date of processing and guidelines on how to take and store your capsules and/or tinctures.

A free keepsake that contains your baby's DNA (please advise if you do not want this)

An additional little gift.

### Disclaimer

A Placenta Services Provider is not considered a pharmacist, pharmaceutical representative, holistic practitioner, herbalist, or medical doctor, unless they have received and completed that course of education.

Benefits of placenta encapsulation are supported by ongoing research but have not been *extensively* scientifically proven. Placenta Encapsulation as it pertains to this contract/agreement, is provided as a service, for the transformation of your placenta and is intended solely for ingestion or use by the mother who has birthed the placenta(s).

A each Placenta is unique in composition, this service provided to you, and as such, cannot be guaranteed to produce specific results. The services offered by the Perinatal Wellness Placenta Specialist are not clinical, pharmaceutical, or intended to diagnose or treat any condition. Families who choose to utilize the services take full responsibility of their own health and for researching and using the remedies. The Independent Placenta Service provider makes no guarantee as to capsule efficacy, but does guarantee the *highest quality* of service.

Always speak to your care provider regarding any questions about your health, safety and well-being. Placenta services are not meant to be a replacement for medical advice, medical care. Mothers experiencing symptoms of postpartum depression, low milk supply, etc..., need to speak with their care provider to diagnose and treat any existing symptoms or potential conditions. While many women have found placenta encapsulation to be a wonderful and amazing gift, you are still encouraged to seek appropriate assistance and medical care when necessary. It is always okay to ask for help.

The information provided is for educational purposes only. Individuals receiving this information must exercise their independent judgment in determining its appropriateness for a particular purpose or use

### Statements of Policy

The Butterfly Beginnings Placenta Services Provider and the undersigned accept this signed agreement as a binding contract when combined with a deposit. By submitting this contract, you are retaining our services and reserving a spot in our calendar for your placenta and go on call for you. Encapsulation is a time consuming process and we are limited in the number of placentas contracts we can accept each month. There is no right of refund once the retainer fee is submitted with this signed contract. The retainer amount is \$75. Full Payment is required before or on your baby's birth day.

### Refund Policy

If ALL instructions in the instruction collection pack have been followed there should be not room for error in the safe collection and encapsulation of your placenta.

Refund request form must be filled in should you request a refund. If the hospital are at fault, then a copy of a written report of circumstance is required from them. Only in specific circumstances are partial or full (less the retainer) costs refundable depending on circumstances and at Butterfly Beginnings discretion.

In ALL instances should notice of cancellation be given *before pick up* of the placenta then travel charges are fully refundable.

If a Butterfly Beginnings Specialist is at fault for a lost or unusable placenta, a full refund will be give and any subsequent placentas you birth will be processed at zero cost to you.

Full Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_





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 Placenta Services  
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Client Intake Form

*I respect your right to privacy and assure you that all answers are held in strictest confidence.*

TODAYS DATE:

Guestimate Birthing Date:		Expected Birth Location:	
Type of expected birth: Homebirth or Hospital		Vaginal or C-section? - if C, what date?	
Name of OB/Midwife if private or continuous care:			Ph:
Your Name:	Ph:	DOB:	age:
Spouse/Partner Name:	Ph:	age:	
Address:			
Email:		Birth Mother's Profession:	
Food allergies or intolerances? <i>Please list all</i>			
Smoker Y/N			
Have you had any of the following :(Circle all that apply)			
Herpes/HPV virus Y/N		Active: Y/N	
Strep B Y/N			
Hep B Y/N			
Hep C Y/N			
HIV Y/N			
Other STDs or other Infections or diseases please specify: Y/N			
<div style="border: 1px solid black; padding: 5px; margin: 5px 0;">                 Please send a copy of your latest <u>virus</u> blood work (which should be in your hospital records or from your OB or GP which were taken somewhere during your pregnancy).             </div>			
<u>Forms Checked (OFFICE check list)</u> Viewed birth plan Y/N Paid Y/N Date:		Viewed most recent blood work Y/N Date: Instruction Pack sent/given Y/N Date:	

Please return these forms to:

Dionne Finnegan at Butterfly Beginnings

17 Vasey st, Bentleigh east, Vic, 3165

Or

Email: [hq@butterflybeginnings.com.au](mailto:hq@butterflybeginnings.com.au)

Method of **delivery for encapsulation** (Circle appropriate):

\*Specialist to pick up \$

Address: \_\_\_\_\_

\*Client to Deliver

17 Vasey St, Bentleigh East, 3165

Method **delivery of prepared product** (Circle appropriate):

\*Post \$15 express post in Vic Address: \_\_\_\_\_

\*Client to pick up Free

From: 17 Vasey St, Bentleigh East, 3165

\*Specialist to Deliver \$40

Address: \_\_\_\_\_

Hospitals within 15km of Clinic: No additional Collection Costs

Monash Clayton

Sandringham Hospital

Cabrini Private

Waverly Private

Jessie MacPherson Private

Costs of Collection further that 15km From Clinic:

Dandenong Hospital \$45

Frankston Hospital \$50

Casey Hospital \$50

St John of God - Berwick \$50

Mercy Heidleberg \$50

Angliss Hospital \$50

Weribee Hospital \$50

Sunshine Hospital \$50

Peninsula Private \$50

Royal Women's Hospital \$45

Frances Perry House \$45

St Vincent's Private Hospital \$45

Epworth Freemasons \$50

Box Hill Hospital \$45

Northern Hospital \$60

Outer Victoria:

St John of God - Geelong \$80

Warragul \$125

- \* Whilst we do everything we can to find free parking, if free parking in a timely manner can not be found then this fee may be passed onto you, this varies between \$5-\$16, depending on where you have chosen to birth.
- \* No Collection fee if you drop off placenta to Butterfly Beginning's in Bentleigh East