

# 5 STEPS TO A PROBLEM FREE PREGNANCY

Lifestyle, pregnancy health and our little one's futures all go hand in hand. So, with these five points to guide you, start planning your healthy life now.

## 1 MANAGE YOUR WEIGHT

**Surprisingly, almost one in five of us start our pregnancies with excess body fat, which can pose a risk to both us and to our babies.**

And even more surprising, is that one in four women (of childbearing age) in the UK are currently obese – and this puts them at risk of weight-related pregnancy complications.

If you are trying for a baby, or think you might be pregnant, check your BMI (body mass index). If your BMI is 30 or more you could have a higher risk of pregnancy complications including miscarriage, premature birth and stillbirth. Babies born to overweight mums are also more likely to have a high birth weight themselves, which puts them at risk of future health risks, including cardiovascular problems and diabetes.



WORD OF MUM

*"I love the snack generator in the Health & Wellness by Bounty App, for healthy & tasty snack ideas."*

*Lisa, mum of two*

### TOP TIP

Cut down on tea or coffee with meals, as they can reduce nutrient absorption.

## 2 EAT HEALTHILY

**Mums-to-be need two key supplements during pregnancy, because they can't be achieved through diet alone.**

**Folic acid** Take 400mg (Ideally from before conception) to at least 12 weeks. This helps prevent defects of the neural tube like spina bifida.

**Vitamin D** Take 10mcg throughout pregnancy, to support bone development.

Make sure you're getting enough essential vitamins and minerals in your daily diet to ensure your baby is born healthy. Today's diet often tends to be high in fat, sugar and salt, which means that important nutrients can be low or missing from your diet.

### The eatwell plate

The Department of Health produced this illustration to show the proportions of each type of food that should be eaten.



### Mmmm!

Get all the carbs and proteins you need easily with a Chicken Salad Niçoise. Tomatoes, green beans – and some well cooked chicken in place of the normal tuna\*. Spruce it up with olives, hard boiled eggs and new potatoes too!



\*You should limit the amount of tuna you eat during pregnancy – see page 3.

**Keep fit**  
for a healthier pregnancy

**Eat well**  
for a healthy baby

**Free packs!**  
full of goodies and info with Bounty



## 3 TAKE UP EXERCISE

There are lots of easy ways to bring more exercise into your daily routine. Try walking, swimming, or low impact aerobics. Most health professionals recommend around 30 minutes every day during your pregnancy. Exercise can help improve your well-being, prevent aches and pains, manage your weight and reduce your stress levels. In addition, your growing baby will benefit directly from the improved oxygen flow to the placenta.



## 4 KEEP MENTALLY FIT

**Are you coping? Depression and anxiety can affect around 10-15% of pregnant mums-to-be.**

Mental illness during pregnancy – whether anxiety, depression or more severe psychiatric disorders – can have a significant impact on you and your baby. Poor psychological health

has been associated with low birth weight, premature birth, postnatal depression, as well as longer term impacts on your child. Talk to a health professional if you think you are depressed, or feel that you can't cope during your pregnancy. Don't suffer in silence.

### Eugh!

Over 4000 chemicals from just **one** cigarette pass directly into your baby's blood stream.



## 5 GIVE UP SMOKING

**Giving up smoking is the single most important thing you can do for your own health and that of your baby.**

You should give up smoking as soon as you can to increase your chances of having a healthy baby. Although stopping smoking is not easy your midwife and GP can provide lots of support. This includes your local NHS Pregnancy Smoking Cessation Advisors and the NHS pregnancy quitline.

An estimated 12 percent of pregnant women continue to smoke in pregnancy. These women are at increased risk of stillbirth, premature labour, low birth weight and pregnancy complications, such as miscarriage and bleeding.



# JOIN TODAY FOR 4 FREE PACKS...

Full of goodies and information

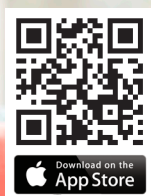
We know that if you're pregnant, or even trying for a baby, you'll have lots of questions. This free guide is the first step and part of a whole range of guides and information from Bounty – the UK's biggest parenting club. We have loads of tools and guides to help you, from our packs – loved by mums for their free samples and magazines – to our suite of FREE Apps, with fun Baby Names finder and healthy snack generator!

So, when your invisible bump becomes a little more round, that magical little bundle arrives or even when your little monkey heads off to school, we're here to help.

Start your journey today at [bounty.com/havingababy](http://bounty.com/havingababy)

or download our brilliant **Pregnancy by Bounty App**

Use code #havingababy to enter our Prize Draw! (terms and conditions apply)



Win **£2,000** of baby products when you join using #havingababy



→ Look out for your first pack – the Pregnancy Information Folder – when you meet your midwife for the first time.



## WHAT IS HAPPENING TO MY BODY?

Pretty much as soon as you get pregnant, your body responds to the pregnancy hormones produced by the fertilised egg. Although some women have no signs of pregnancy at all, some first signs include:

- Tender breasts that feel fuller or start to grow
- Tiredness
- Morning sickness
- Heightened sensitivity to smells and tastes
- Needing to wee more often
- Feeling tearful and emotional
- Slight cramping as the embryo embeds into your womb.

Don't forget to download the FREE **Pregnancy by Bounty App** to get all your first trimester – and beyond – info on the go. Now's also the time to start thinking about vitamins and healthy eating.

## WHAT ARE TRIMESTERS?

The length of pregnancy is split into three time frames called trimesters. The first covers weeks 0 – 13, the second weeks 14 – 26 and the third weeks 27 – 40+. We've colour coded the calendar opposite. ■ ■ ■

# So, you've just found out you're pregnant?

There are lots of things to be thinking about, from your diet to the vitamins you'll need to take. We'll tell you all about it here.

## FOLIC ACID

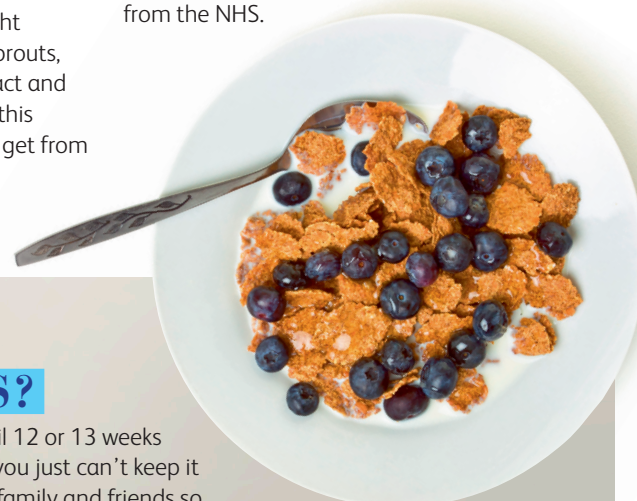
This fab little vitamin is great for your little one's healthy development. Although experts recommend you start taking this from the time you start trying for a baby, if your pregnancy was a surprise then start taking this vitamin – also known as vitamin B9 – as soon as you find out you're expecting.

### How much folic acid should I take?

The Department of Health recommends you take a daily 400 micrograms (mcg) supplement up to the first 12 weeks of pregnancy. This is because your baby's spine starts developing straight after you conceive. It's found in brussel sprouts, spinach, satsumas, brown rice, yeast extract and fortified bread and breakfast cereals, but this probably won't be as much as you would get from popping a supplement.

### It's never too late!

Don't worry, the risk of your baby having a neural tube defect is small, even if you haven't been taking folic acid from the off. Chat to your midwife or GP if you feel concerned or if you think you should be taking more. You'll find folic acid supplements in chemists, health food shops and big supermarkets. And you can get them on prescription from your GP. If you get Healthy Start vouchers, you can get the supplements free from the NHS.



## WHEN CAN I SHARE MY NEWS?

Many women keep their news quiet until 12 or 13 weeks when there's less risk of miscarriage. If you just can't keep it to yourself, maybe tell one or two close family and friends so they can share your excitement. After that go crazy!



### FACTOID

At six weeks pregnant your baby's heart has already started beating!

# HOW BIG IS IT NOW?

A rough guide to how big baby and you will be week-by-week. For weekly updates visit [bounty.com/pregnancy](http://bounty.com/pregnancy)

### Weeks 1-4

This tiny baby is growing faster than at any other time, forming the brain, heart and spine.

### Week 5: Apple seed ↓

Your baby's heart has started to form and will soon beat for the first time.

### Week 6: Pea ↓

Tiny buds are developing which will become arms and legs.

### Week 7: Blueberry ↓

About the size of a blueberry, your baby is surrounded by fluid in the amniotic sac.

### Week 8

Your baby has skin, but it's paper-thin.

### Week 9: Olive ↓

Eyelids are in place, and ears are now developing too.

### Week 10

While the head is still large compared to the rest of the body, your baby now looks like a baby!

### Week 11: Lime ↓

Teeth are starting to form inside the gums.

### Week 12

Wrists and elbows bend as baby moves.

### Week 13

The swirls of fingerprints are developing on the fingertips.

### Week 14

Hair is growing on your baby's scalp and eyebrows are starting to form.

### Week 15: Orange ↓

The ears have now developed and your baby can hear your voice.

### Week 16

Your baby may be able to suck their thumb.

### Week 17: Onion ↓

Your baby is practising breathing.

### Week 18

Bones are growing stronger (so eat lots of calcium-rich food).

### Week 19

The heartbeat you'll hear is much faster than your own.

### Week 20

Tooth buds for milk teeth are now in place.

### Week 21

Eyebrows and lashes are developing.

### Weeks 22-24: Papaya ↓

Listening to your voice, your baby might kick in response when you talk, read or sing.

### Week 25-28: Aubergine ↓

Your baby can recognise your voice.

A fast and furious phase of brain development is underway.

Your baby has times of waking and sleeping.

### Week 29-32

Your baby is putting on weight. Loud sounds might make your baby react.

Your baby can probably tell light from dark, day from night.

Your baby can see and hear.

### Week 33-36: Honeydew melon ↓

A full head of hair may already have grown.

Feeding off all that good nutrition you're supplying, your baby is gaining weight steadily.

### Week 37 to delivery: Watermelon

There's no room for gymnastics now, but you should still feel your baby twisting and wriggling about.

Most of the fine downy hair (lanugo) and protective white substance (vernix caseosa) has now gone. Your baby is ready to be born...





# MY PREGNANCY CALENDAR

This handy pregnancy calendar gives you an easy-to-read guide on what to expect and when. Stick it to your fridge for a quick reference guide – and save dates & appointments during your pregnancy.

**bounty**  
Giving mums more.

First trimester  
Second trimester  
Third trimester

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**bounty.com**

**Week 4** Date: ...../...../.....

**Week 8** Date: ...../...../.....

**Week 12**

First scan

**Week 16** Date: ...../...../.....

Some mums-to-be may be offered monthly antenatal appointments from here on.

**Week 20** Date: ...../...../.....

Your second scan! (Usually at 18-21 weeks)

**Week 24** Date: ...../...../.....

If you haven't already, make sure that you tell your employer you are expecting by the end of this week (15 weeks before you're due).

**Week 28** Date: ...../...../.....

Choosing baby names at bounty.com

**Week 32** Date: ...../...../.....

**Week 36** Date: ...../...../.....

Stock up on easy cook food and make meals for the freezer.

**Week 1** Date: ...../...../.....

Make a 'booking in' appointment to see your doctor or midwife.

**Week 5** Date: ...../...../.....

**Week 9** Date: ...../...../.....

Book a dental check-up and tell them you're pregnant. Don't have x-rays, but treatment is free.

**Week 13** Date: ...../...../.....

Go crazy & share the news! You're #havingababy

**Week 17** Date: ...../...../.....

Start your pelvic floor exercises.

**Week 21** Date: ...../...../.....

Get your MAT B1 form from your midwife. You need this to 'prove' your pregnancy (to your employer, or transport companies).

**Week 25** Date: ...../...../.....

**Week 29** Date: ...../...../.....

The earliest you can start maternity leave.

**Week 33** Date: ...../...../.....

Buy baby essentials: first outfit and car seat!

**Week 37** Date: ...../...../.....

Make the most of 'me time'.

**Week 2** Date: ...../...../.....

Start taking folic acid now until at least week 12.

**Week 6** Date: ...../...../.....

Morning sickness can appear around now. Eating little and often may ease it.

**Week 10** Date: ...../...../.....

**Week 14** Date: ...../...../.....

Start of Trimester 2.

**Week 18** Date: ...../...../.....

**Week 22** Date: ...../...../.....

**Week 26** Date: ...../...../.....

**Week 30** Date: ...../...../.....

**Week 34** Date: ...../...../.....

Pack your hospital bag - check out the lists in the Birth Planning section of bounty.com

**Week 38** Date: ...../...../.....

**Week 3** Date: ...../...../.....

**Week 7** Date: ...../...../.....

Look after your maternity notes. The Bounty Pregnancy Folder is the perfect size & has loads of info in. Ask your midwife for yours.

**Week 11** Date: ...../...../.....

Ask your midwife about ante-natal classes - they get booked up quickly!

**Week 15** Date: ...../...../.....

Find out what benefits you're entitled to at [bounty.com/pregnancy](http://bounty.com/pregnancy)

**Week 19** Date: ...../...../.....

You're halfway there!

**Week 23** Date: ...../...../.....

**Week 27** Date: ...../...../.....

Start of Trimester 3. You'll put on more weight this trimester, but you only need 200 extra calories a day.

**Week 31** Date: ...../...../.....

Start thinking about your birth plan.

**Week 35** Date: ...../...../.....

Enjoy a baby shower if you'd like one.

**Weeks 39/40+** Date: .....

## Your daily diet checklist

- ✓ Five portions of fruit or vegetables
- ✓ Three or four portions of wholemeal bread, cereals or potatoes
- ✓ Two portions of lean meat, poultry, fish, eggs or pulses, for protein. Try to eat two portions of fish a week, one of which should be oily fish such as salmon, sardines or mackerel
- ✓ One pint of semi-skimmed milk, low-fat yogurt or hard cheese
- ✓ Healthy fats from oily fish, nuts, seeds, avocado, low-fat dairy products, olive or sunflower oil. Avoid too much saturated fat
- ✓ Fibre-rich food such as fruit, vegetables, high-fibre breakfast cereals, breads, prunes or figs
- ✓ Six to eight glasses of water, low-sugar squash or fruit teas
- ✓ Limit caffeine intake to no more than 200mg per day

## Diet dos and don't's

Foods to avoid **✗** and what to replace them with **✓**

**✗** Soft, mould-ripened cheeses, like Brie, unpasteurised milk, **✓** Pasteurised or UHT. All types of yoghurt.

**✗** Soft, mould-ripened cheeses, like Brie, and blue-veined cheeses like Danish Blue (unless they are cooked thoroughly and piping hot throughout, not just runny). Also avoid soft unpasteurised cheeses, like sheep's and goat's cheese. **✓** Hard cheeses, like Cheddar or Edam. Soft, processed cheeses like cottage cheese, cream cheese, feta and cheese spreads.

**✗** Liver and all products containing liver, like liver sausage and pâté. Also avoid vegetable pâtés. **✓** Potted meats and pastes which have been processed.

**✗** Soft-boiled or raw eggs and foods which contain raw or partially cooked eggs, such as home-made mayonnaise, mousse, uncooked cheesecake and soft-whipped ice cream from kiosks. **✓** Hard-boiled eggs, shop-bought mayonnaise in jars (made with pasteurised eggs), baked cheesecake, meringue, pre-wrapped ice-cream, crème fraîche, soured cream, live and bio yoghurts and fromage frais.

**✗** Raw or undercooked meat, fish or chicken. Take particular care with poultry, sausages, burgers & minced meat. **✓** Well-cooked (so they are steaming hot) chicken and fish. Check that juices run clear and no pink bits are left. Pre-packed meats like corned beef and ham. Take extra care with barbecued food.

**✗** Swordfish, marlin or shark. Limit tuna to no more than four medium cans or two fresh tuna steaks per week and oily fish to no more than two portions a week. Avoid sushi unless the raw fish has been frozen first.

**✓** White fish such as cod, haddock or plaice. No more than two portions of oily fish a week such as trout, salmon, mackerel, sardines, fresh tuna (not canned), and crab. Oysters, prawns and mussels, as long as they're cooked thoroughly as part of a hot meal.

**✗** Foods that may not be properly heated through or cooked, such as ready meals or pre-cooked, chilled foods like chicken drumsticks and meat pies. **✓** Ready-made meals that you have re-heated until they are piping hot all the way through.

\*terms and conditions apply



### MY PREGNANCY APP

Download **Pregnancy by Bounty** for weekly updates, handy baby tracker tools and tips & advice. Search for **Pregnancy by Bounty** in the App Store, or Google Play. Use code #havingababy to enter our £2,000 Prize Draw!



Download on the App Store



Get it on Google play



### PREGNANCY HEALTH & WELLBEING APP

This App is full of handy tools to help you track exercise, food & drink, plus pills and morning sickness trackers. It even has a brilliant snack generator for ideas on healthy bites on-the-go! Search: **Health & Wellbeing by Bounty** today.





# Ask the midwife

You've got questions – our expert has the answers...

WORD OF MUM

*"I felt like I was always forgetting things - especially my vitamins. The vitamin reminder tool on the App helped ensure I took them every day."* *Andrea, mum of three*

## CAN WE AFFORD THIS BABY?

It's the question on everyone's mind.

Weigh up what you can afford, with what you want. Ask around for advice, or second hand items from friends. We don't recommend second hand cot mattresses, or car seats. But other than that, babies tend not to be too concerned about what make of buggy they are riding in!



## WHEN CAN I FIND OUT THE SEX?

Most mums-to-be can find out at your second ultrasound scan (which tends to happen at around 20 weeks). You don't have to be told, so just let the sonographer (person doing the scan) know your preference when you go in!



## I'M SO SICK, IS THIS NORMAL?

Most mums have some kind of morning sickness, from a light nausea (feeling sick) to being severely poorly and unable to keep down water.

If you're sick regularly, throughout the day, and you can't keep anything down, or your wee is very dark, you may need help. Dehydration in pregnancy can cause problems, so do see your midwife or GP.

In extreme cases you can be put on a drip to rehydrate, or be given tablets to help.

FREE STUFF

Join Bounty for **FREE** packs full of goodies & information.

## CAN I DRINK ANY ALCOHOL?

The Department of Health advises pregnant mums not to drink.

Alcohol (like everything else you eat or drink) reaches your baby. Alcohol can increase the risk of miscarriage, birth defects and low birth weight. If you do decide to drink, drink very diluted alcoholic drinks and very rarely.

## WHY AM I ALWAYS HOT?

Your body temperature is higher when you are pregnant, which is a real boost for those who feel the cold, but can be a nuisance for those who feel the heat. Don't forget your bottles of water!



FREE TREATMENTS

You can get **FREE** dental appointments and **FREE** prescriptions while you are pregnant – right up until your baby is 12 months old. Ask your midwife or doctor's surgery.



*We suspect this lady's boss has guessed already!*

# We've got an App for that

Fun features at your fingertips – with handy trackers, reminders and tips. There's also loads of advice and information to guide you through your pregnancy and beyond.



### PREGNANCY BY BOUNTY APP

Get step-by-step info about your little one's development and find out how your body is changing.

#### App features...

- Keep track of your day-to-day pregnancy events
- Hints and tips for your pregnancy, the birth and first few special days with your newborn
- Store your treasured photo memories.

Get the App by searching for **Pregnancy by Bounty** in the Apple App Store or in the Google Play Store.



### HEALTH & WELLBEING BY BOUNTY APP

This perfect partner for your healthy pregnancy journey includes exercise tips, info about foods you can happily enjoy and hints on how to make the most of your new figure.

#### App features...

- Pill reminder tool – Keep up with all the vitamins you'll need
- Snack generator – Shake your way to a range of healthy snack recommendations
- Sickness trigger tool – To help you track what foods and smells kick off your morning, afternoon or morning sickness

Get the App by searching for **Health and Wellbeing by Bounty** in the Apple App Store or in the Google Play Store.



### BABY NAMES BY BOUNTY APP

Ruby or Rosy, Riley or Robin? If you still can't find the perfect baby name then our baby name App may be your new best friend.

#### App features...

- Baby name shaker feature to generate a random name when you just can't decide
- Top 100 & A-Z list for inspiration
- Popular sibling names
- Popular names in your area.

Get the App by searching for **Baby Names by Bounty** in the Apple App Store (iPhone only at the moment).



### BABY DIARY BY BOUNTY APP

Capture the memories of your little one's first year and learn about their development and milestones.

#### App features...

- Trackers to help log baby's day-to-day events, including sleeping and health
- Articles to tell you all about your little one's development and month-by-month changes
- In partnership with Bounty Photo. Store, share & upload your special photo memories and get free prints.

Get the App by searching for **Baby Diary by Bounty** in the Apple App Store or in the Google Play Store.



**bounty.com**