



Company: Cocoon (UK) Ltd
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Most Compassionate Woman in Postnatal Care 2018 - United Kingdom

Cocoon (UK) Ltd

Drawing on the experience and knowledge of Founder and Managing Director Louise Moxon, Cocoon UK offers research based insight, advice and support for new mothers, as well as practical support in the form of recommendations for top night nannies, maternity nurses and sleep trainers. We invited Louise to tell us more about the vital services she and her team provide and how she was inspired by her own experiences to create this innovative company.

Inspired by Louise's own experiences, Cocoon UK was established as a unique service to all mothers and their families to provide both practical and emotional support in the build up to and following birth of their child. Louise explains how she came to create the firm after spotting a gap in the market.

"All of my life I have been a very positive person. No matter what challenges I have faced, I have always approached them optimistically and with a smile on my face. Imagine my horror and concern when childbirth affected me in a way I had never expected and was totally unprepared for. Anxious, confused and depressed I found myself in a place I had never been before, seemingly alone and vulnerable. In a somewhat desperate state I sought help from my doctor who reassured me that what I was suffering from, postnatal depression, was not unusual: in fact, the symptoms were felt to a greater or lesser extent by one in three new mothers.

"That experience, and the help I received as a result of it, convinced me that I could do something positive to help others in anything like the position I had been in. Before starting a family, I had run a successful business. I understood the importance of a strong brand, clear messaging and, above all, excellent customer service. Today, Cocoon is my brand. It represents the care and comfort my company brings to parents and infants alike. I, and the incredibly talented people who work with me, work hard to understand the individual circumstances of each and every one of our clients. They are mothers and fathers, just like us, who in times of need want to put their trust in an organisation that will work very hard to help them."

Thanks to her own understanding and experiences, Louise is an advocate for greater mental health awareness and support, something she is proud to highlight.

"Mental health awareness has exploded onto the platform of today's world. It is undeniably one of the biggest challenges that face us and it would

be impossible to deny its impact and relevance to our society. We need to embrace it rather than fight or ignore it. It is my on-going personal goal to expand and offer the women (and men) that suffer from this illness a comfortable and protected haven to face these very real challenges and know that with the right support and direction your life will become one of colour and hope again."

Overall, since inception, Cocoon has achieved exceptional success and Louise is incredibly proud of the brand she has built, as she is eager to emphasise in her concluding comments.

"Fundamentally, my pride in Cocoon stems from the difference we make. Whilst discretion, and protecting the privacy of our clients, is of paramount importance, I am fiercely proud of the loyalty of our clients, from all nationalities and all walks of life. We are constantly receiving feedback from satisfied clients who are so happy to have found the perfect nanny to support them.

"This success is the result of my meticulous approach to selecting candidates. Whether it be providing a specialist night nanny for a few weeks, or a more permanent helper for several months, I have painstakingly selected experienced nannies with differing specialist skills, enabling me to match individuals with individuals. This is a very female centric world, where empathy and understanding is all important. I firmly believe that my own experiences of difficult early motherhood and postnatal depression have helped me to build a brand that really matches the needs of our clients. We listen, we advise, we help and, when necessary, we adapt our approach if we feel it can be improved. Cocoon is recognised as a leader in its field - and moving forward, it is my ambition to continue to grow it to provide an increased range of services, whilst never compromising our core values of honesty, empathy and our dedication to being the very best."

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