

TLC x Fempreneurs Series: Angelia Ng (Babies Bliss)

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FEMPRENEUR



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In this special column called the **“TLC x Fempreneurs Series”**, we will be featuring inspiring Female Entrepreneurs (Fempreneurs) in short. You will be able to have a sneak peek at their mindsets and their daily habits.

Believe in the power of community. On some days when you feel big goals are impossible, or when you feel like giving up, you need to lean on your like-minded community. You can even “borrow” motivation, and in turn “return” with your own inspiring stories to pay it forward.

Meet Angelia Ng (Babies Bliss)

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Tell us a little about yourself. What is your business/brand about?

I am Angelia Ng, the Founder, and Director of Babies Bliss. Babies Bliss is a one-stop fertility and maternity wellness centre, which provides support and guidance to couples looking to conceive, through a well-balanced integration of Western and TCM medical principles. This is done through preparing their bodies (both males and females) for conception, fertility challenges, recurring pregnancy loss, and subsequently pregnancy itself (prenatal massages and postnatal recuperation program).

What got you started on your business?

I was in the beauty and wellness industry for 23 years and got to know many women who faced difficulties in conceiving due to medical conditions. Many of them were physically and emotionally affected by their medical conditions and wanted to increase their chances of conception.

I could empathise with them, having been diagnosed with suspected polycystic ovary syndrome (PCOS) myself when I was 21. At that point in time, there were limited resources available. I started to research on complementary therapies to improve my fertility. Having worked with professionals including TCM physicians, nutritionists, and herbalists broadened my knowledge on such topics. I started giving myself fertility massages which utilised TCM-infused essential oils, and to my happiness, managed to conceive naturally soon after my wedding a year later. This kickstarted my journey in helping to provide other women with fertility massages as well.

I had to leave my main job as an Operations Manager as the waiting time for my fertility clients started growing longer. One of my clients was also facing a challenging moment in conceiving, hence I decided to fully focus on fertility massages as a business.

Before you started on your business, what did you do on a full-time basis?

I was in the beauty and wellness industry since 2000. Before I started my business, I was an Operations Manager in my company, leading more than 10 outlets across business strategy, client-centric projects, training, and career progression plans, and developing and implementing protocols to cater to clients' needs.





Fempreneur Angelia Ng

What were some difficulties you faced in your life and how did you overcome them?

2018 was the toughest year for me when I was hesitant to put a hold on the business due to some personal family matters. Many of my clients were very understanding of the situation I was in and were willing to pause their massage sessions till a later date, despite my offers to refund them. Some of them even postponed their IVF sessions. I am very grateful and thankful to my clients who were so understanding and encouraging back then. Without them, Babies Bliss won't be where we are now.

What excites you most about your industry?

What excites me is the potential advancements in the fertility and maternity wellness industry which can complement existing medical fertility treatments such as IVF/IUI/egg freezing treatments. The fulfilment from receiving our clients' positive pregnancy results and sharing their joy with them continues to inspire and motivate us to push forward to help more women.



Fempreneur Angelia Ng

What is your vision / personal motto?

Integrity and gratitude.

Do you have any words of advice for other ladies who are starting their business/ starting to pursue their dream?

When you know what you want and you want it badly enough, you will find a way to get it. Get started and celebrate every little milestone.



Babies Bliss at Plaza Singapura

What have you learnt recently that you hope the other ladies can take back?

One of my clients was unfortunately diagnosed with cancer during her first trimester, after years of trying to conceive without avail. Despite the advice from her doctor for her to terminate her pregnancy in order to start medical treatment, her love for her unborn child and husband was greater than her own health. Although she managed to deliver a healthy baby boy, her motherhood was short-lived as she passed on when he was less than a year old.

This has taught me that no matter how strong someone may appear to be, they may be facing unspoken battles. It has taught me to extend compassion and empathy to others. With regard to the business, clients have chosen us to be part of their journey to parenthood and it may be their only chance to fulfil their lifetime wish. This has inspired me to be committed to every single client and to care for them with integrity and empathy.

How do you think you can help ladies to feel confident and empowered?

No one can do everything, but everyone can do something, and together we can empower each other.

Babies Bliss Brand Logo

What is one thing you are grateful for?

I'm grateful for my clients who have given Babies Bliss the opportunity to be part of their journey towards parenthood. The intangible joy and fulfilment from witnessing their journey – from facing challenges in conceiving to the day they carry their baby in their arms. Not forgetting my family and friends who have shown their support and encouragement, which enables me to focus on my clients even at the expense of family time.

Let us know more about what you do!

At Babies Bliss, we cater and develop an individualised approach for our clients who wish to conceive. This is done through an integrated approach of Western and TCM medical principles, with a combination of essential oil blends, meridian acupuncture, and herbs.

Connect with Babies Bliss!

Website: www.babiesbliss.com.sg

Facebook: www.facebook.com/BabiesBlissBB

Instagram: www.instagram.com/babiesbliss_bb

Giveaway Alert

Babies Bliss Treatment

1 lucky winner stands a chance to win an Infra Wellness Therapy session (50 min) worth S\$238.

The therapy is incorporated with Babies Bliss herbal mask, which heats the body directly rather than simply warming the air, raising the core body temperature and producing a deep, detoxifying effect at the cellular level, where most toxins reside. This helps to reduce body dampness, and aids in blood pressure reduction and weight loss, as one session can burn up to 600 calories!

How to Participate in the Instagram Giveaway:

1. Like this post.
2. Follow @babiesbliss_bb and @theladiescue on Instagram.
3. Tag 2 friends who you know that want to burn 600 calories comfortably! One tag per comment. More tags = more entries

Best of luck

Are you a Fempreneur too?

Connect with us – we'd love to feature you! Say hi to us at hello@theladiescue.com or reach out to us via our social media.

Read TLC x Fempreneur Series:

- [Margaret Wu, For Beloved One](#)
- [Nerissa Low, Liht Organics](#)
- [Nicolette Ng, Write Edge](#)
- [Maddy Barber, Madly Gems](#)
- [Dr. Menka Gupta, Nutra Nourish](#)
- [Lily Kew, Kew Organics](#)
- [Vikki Tear, SoyCraft](#)
- [Ezza Yusof, 2morrow Official \(Malaysia\)](#)
- [Julie Yim, Lilin+Co \(Malaysia\)](#)

- Zairin Azman, UMMA (Malaysia)