



Newsbites

December 2013

In this Issue

- Giving New Hope on World AIDS Day
- If you want to be parent, having HIV shouldn't stop you.
- BabyCell launches Mummy & Tummy Personalized Antenatal Sessions for mums-to-be
- Events
Moments to relish...

'Banking' of a different kind - HSBC holds stem cell awareness workshop

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Giving New Hope on World AIDS Day

April 23, 2013 was a stepping stone with the discovery of HIV treatment using umbilical cord blood stem cells. Doctors from the University of Minnesota performed a stem cell transplant on a 12-year-old boy living with both HIV and leukemia, in hopes of curing him of both diseases.

The procedure is similar to the one that Timothy Brown underwent, which cured him of his HIV and leukemia. However, instead of using bone marrow like in Brown's case, the doctors here transplanted umbilical cord blood, which they say is easier to match.

John Wagner, M.D., one of the boy's doctors, explained:

Why cord blood?

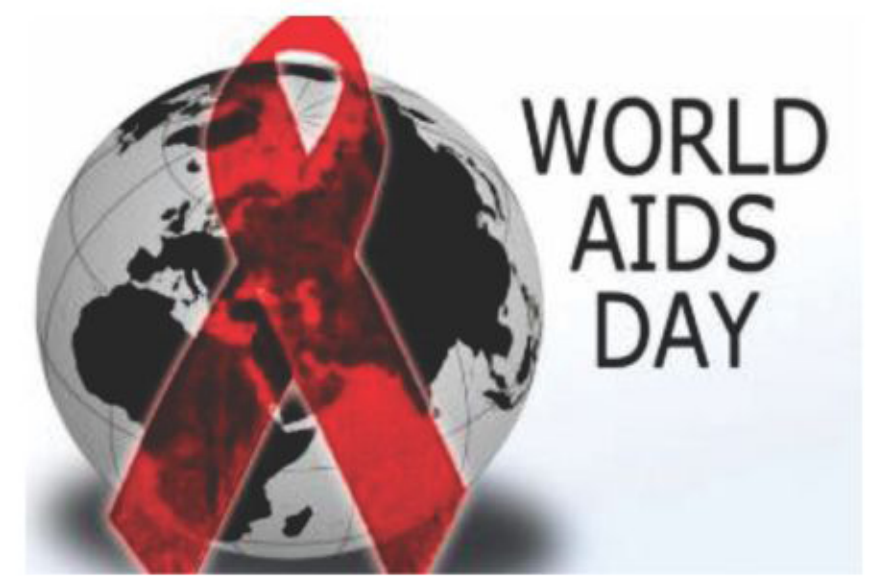
"This is the revolutionary aspect to this. We have cord blood units that are collected from a delivery -- the blood that's left over in a placenta. These cells are very forgiving, in a sense. They don't have to be perfectly matched. So what is great about what we've done today is the fact that we can actually find donors for almost everyone."

How does this help others with HIV?

"Well, not at first. We first have to show and demonstrate the safety of this approach and we have to demonstrate the effectiveness of this approach. We know that it's worked once but we have to show it again and again and again. If indeed it all pans out the way we believe it's going to pan out, then it's going to hopefully lead to a whole new area of research. This is a stepping stone to get us there -- proof of concept."

The procedure went smoothly and the boy is reportedly doing well. Over the next following months, the doctors will continue to treat the boy with HIV antiretrovirals and monitor his health. If the boy does end up testing negative for HIV, they will then take him off treatment. If he continues to test negative over an extended period of time, then it could be another case of an HIV cure.

Ref.: <http://www.thebodypro.com/content/71343/12-year-old-boy-receives-cord-blood-transplant-in-.html>



If you want to be a parent, having HIV shouldn't stop you.

Women infected with HIV take anti-HIV medications during labor and delivery to reduce the risk of mother-to-child transmission of HIV. During labor and delivery, women continue to take the anti-HIV medications they took throughout their pregnancies. They also receive an anti-HIV medication called AZT intravenously to protect their babies from HIV in the mother's genital fluids or blood during labor and delivery.

Talk to your health care provider about the use of anti-HIV medications during labor and delivery well before your due date.

On the occasion of Aids awareness day, BabyCell with the pledge of spreading a word about stem cells and 'Giving New Hope' wish you a happy and safe pregnancy.



BabyCell launches Mummy & Tummy Personalized Antenatal Sessions for mums-to-be

BabyCell in its endeavour to provide the best healthcare to the mother and child has made specialist ante-natal education available at your doorstep at no extra cost. Our personalised Mummy & Tummy Pack includes the following:

- ◆ Ante-natal care in the comfort of your home.
- ◆ Self paced guidance on all topics including baby care, labour breathing, etc.
- ◆ Personalised diet plans for your pregnancy.
- ◆ Complete set of handouts.
- ◆ Exercise DVD.
- ◆ Pregnancy and post natal email support by internationally certified trainers.



Events

Moments to relish...

BabyCell organized Mummy & Tummy program at Thane, Mumbai on 23rd November, 2013; a fabulous day out for mums-to-be.

International lactation and prenatal education expert Mrs. Sonali Shivilani addressed the crowd on baby care with live demonstrations and practical diaper tying, swaddling, massaging and bathing examples. In addition Sonali also gave them some handy hair and skin tips to flaunt during the forthcoming festive season. This was followed by tons of questions from the to-be parents which Sonali was adept at answering. BabyCell team members then elucidated the importance of stem cells banking and newborn screening.

Mother & Baby magazine, our partners, covered the fun and interactive session and helped us spread the smiles.



'Banking' of a different kind - HSBC holds stem cell awareness workshop

HSBC, Hyderabad conducted a workshop for their employees wherein BabyCell was invited to educate them on the benefits of stem cell banking. BabyCell kiosk was set up near the cafeteria and our stem cell xperts provided information and counseled the visitors. Not only that, they were amazed at the 'ROI' that stem cell banking provides for their loved ones and have therefore recommended it to all those going on maternity leave. Cheers!

