



# Newsbites

July 2013

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## Stem Cell therapy a boon for patients with heart disease.

Heart transplantation is seen as the final word for any ailment that afflicts the heart. But there is another option available now - **Stem Cell Therapy**.

Congenital Heart Disease [CHD] is abnormality in the heart's structure that is present at birth. Congenital defects often compromise the heart's ability to pump blood and to deliver oxygen to the tissues of the body. It is estimated that every 15 minutes a baby is born with congenital heart disease\*. The stem cells found in a newborn's umbilical cord blood hold great promise in cardiovascular repair.



FDA approves the use of Umbilical Cord Blood Stem Cells in treatment of Congenital Heart Disease. A diagrammatic explanation of the treatment procedure of CHD.



## Freedom Offer



Refer us to your friends or family & gift your loved ones **FREEDOM** from life-threatening diseases.

Is someone you know delivering their baby on **15<sup>th</sup> August?**  
Then they can get cord blood banking at just **₹.15,000/-\***

Enroll with BabyCell before **20<sup>th</sup> July** and get **20% discount on MRP.**

**For more information call 1800-209-0309**

\* Terms & Conditions apply

Newborn Screening Complimentary!

## BabyCell launches its social media campaign for moms...

'Like' us on facebook or 'Follow' us on twitter to win baby products from **pigeon**

## Mega launch of Mummy & Tummy

BabyCell launched **Mummy & Tummy** Program for Mother & Baby Care under one umbrella. Aimed at holistic care of mothers and their babies, **Mummy & Tummy** offers a whole lot of exhilarating activities for moms-to-be. Its first product launch included a prenatal yoga DVD filmed on actress Sharvari Jamenis under the guidance of Dr. Rupali Pathak (Pune). Mummy & Tummy services include a guidebook - 'Pregnancy to Baby Care', ante-natal educational sessions for the expecting couple at a hospital or clinic near you and a 24-hour help-line service for information on stem cell banking.



**Mummy & Tummy Launch, Pune:**  
From Left to Right: (Dr. Madhavi- Technical Director BabyCell),  
Dr. Rupali Pathak (Dietician),  
Dr. Pratibha Kulkarni (Leading Gynecologist)

\* <http://www.savebabies.org/blog/2013/02/february-7-to-14-is-congenital-heart-defect-awareness-week/>