

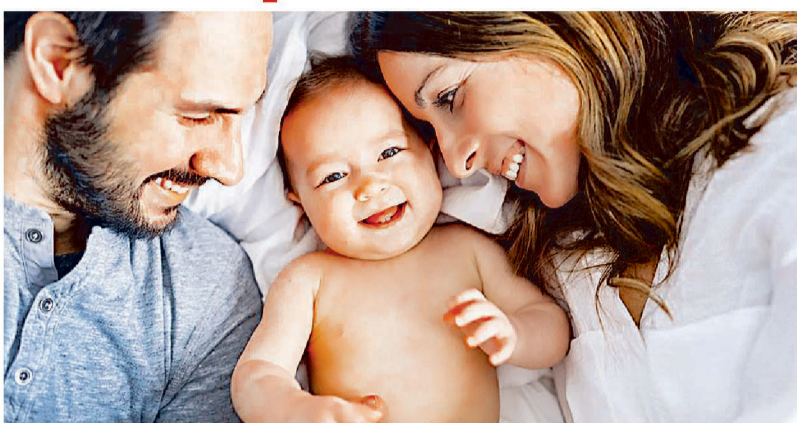
IVF facts childless couples need to know

Although there is a significant rise in the number of patients opting for infertility treatment in India, the numbers are still abysmally low when compared to the quantum of couples actually requiring medical intervention. This is primarily due to lack of awareness regarding infertility, its causes and treatment options.

PERSONALISED TREATMENT - THE BEST WAY FORWARD

Many myths and misconceptions are associated with ART techniques; the most common being that all couples suffering from infertility require IVF (in vitro fertilisation) or ICSI (intracytoplasmic sperm injection). In reality, individualised treatment is given to couples. For instance, women with PCO (polycystic ovaries) may just need to get an ovarian stimulation and try at the right time when the follicle is ready to conceive naturally. In some cases where men have low sperm count or motility, simple process like IUI (Intrauterine insemination) may suffice, wherein the husband's semen is processed in a laboratory by the andrologist and the best sperms with good motility are selected and deposited into the partner's uterus via a thin, soft catheter.

However, certain cases—men with very low or no sperm count or motility; women with very low egg reserve, bilateral fallopian tube blockage, severe endometriosis and couples with recurrent abortions or those who have genetic abnormalities—require IVF or ICSI. However, owing to various factors like advanced maternal age, poor quality of egg, poor quality of sperm, low grade embryos, impaired en-



dometrial function, implantation failure etc., success rate can vary from case to case.

ADVANCES IN FERTILITY TREATMENTS

Advances in the field of ART have led to individualised protocols for ovarian stimulation and embryo transfer to optimise treatment. Various technologies like advance sperm selection methods to remove DNA damaged sperms, blastocyst culture (where embryo are grown upto five days which give better success when transferred), reproductive genetic advancements like pre-genetic testing for embryos to identify genetically abnormal embryos and ERA (endometrial receptivity array) to know the endometrial receptivity timing for embryo transfer and other processes,



Dr Sneha Shetty

help to increase the success rate of IVF treatment by a significant percentage.

These latest advancements in assisted reproductive technology techniques have come as a boon to several childless couples. That said, awareness of these advancements is key to improve their chances to successfully take home a healthy baby!

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This brand is raising the bar for fresh meat and seafood in the city of Nizams

Envisioned by Nishanth Chandran, TenderCuts was born out a desire to offer top-quality meat and seafood in a hygienic environment, without the hustle and bustle of traditional markets. The brand promises to offer consumers access to quality products in a convenient way (both online and offline). With rising health concerns, especially in the light of the pandemic, consumers are rapidly shifting to organised meat retailers for healthy, clean and fresh meat. The spacious showrooms of the brand uphold hygiene and enable social distancing, making it a safe choice.

Making its entry into Hyderabad in 2019, the brand has set up eight stores in the city, with three more in the pipeline to cater to growing consumer demand. The company recently launched an outlet in the residential and commercial hub of Dilsukhnagar.

TenderCuts offers a range of seafood, poultry and lamb meat across various cuts and flavours. This weekend, the brand is launching its newest ready-to-cook range with exotic delicacies



Afghani kebab, kalmi kebab and lasooni kebab. A combo of ½ kg chicken and ½ kg mutton is available at ₹449 only! Free home delivery option is available for first time buyers.
For more details, Customer Care: 828288855
www.tendercuts.in

A cup of strong coffee before exercising helps burn more fat: Study



A cup of strong coffee might do a lot more than just help you overcome the morning drowsiness. According to a new study, having coffee before exercising can help in weight loss. Scientists have shown that caffeine (about 3 mg/kg, the equivalent of a strong coffee) taken half an hour before aerobic exercise significantly increased the rate of fat-burning. They also found that if the exercise is performed in the afternoon, the effects of the caffeine are more marked than in the morning.

In their study, the researchers aimed to determine whether caffeine — one of the most commonly-consumed ergogenic substances in the world to improve sports performance — actually does increase oxidation or 'burning' of fat during exercise. Despite the fact that its consumption in the form of supplements is very common, the scientific evidence for its beneficial claims is scarce.

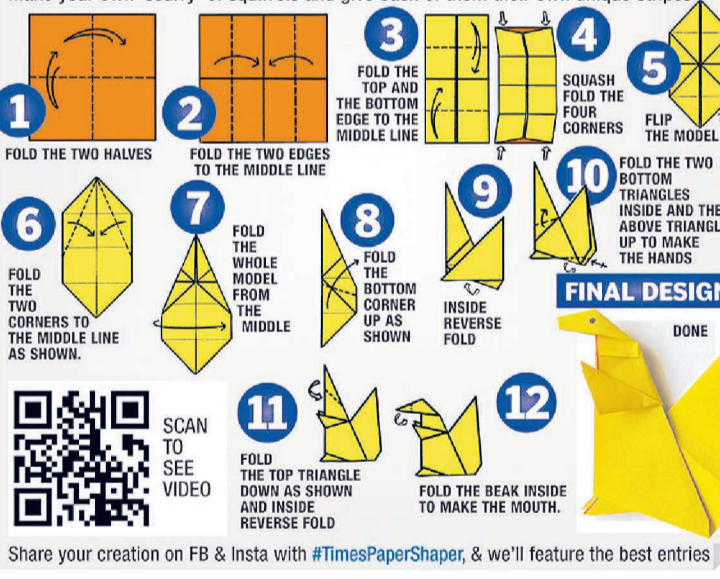
"The recommendation to exercise on an empty stomach in the morning to increase fat oxidation is common. However, this may be lacking a scientific basis, as it is unknown whether this increase is due to exercising in the morning or due to going without food for a longer period of time," explained the lead author, Francisco Jose Amaro-Gahete, adding, "The results of our study showed that acute caffeine ingestion 30 minutes before performing an aerobic exercise increased fat oxidation."

The findings of this study suggested that the combination of acute caffeine intake and aerobic exercise performed at moderate intensity in the afternoon provides the optimal scenario for people seeking to increase fat-burning during physical exercise.

— ANI

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