

baby talk

cordlife 
one chance, one choice.

**THE NEWSLETTER
FOR MOTHERS**

2014 ISSUE 01

MCI (P) 199/06/2013

SPECIAL EDITION

10

**Public or Family
Cord Blood Banking -
Which One to Choose?**

12

**Do You Know What
Stem Cells Can Do For
Your Skin?**

19

**Natural Solutions for
Nappy Rash**

**DADS,
you'll love
these!**

24

**2014 BMW 4 Series Marks the Dawn of a
Whole New Era for the BMW Coupe**

26

**PANERAI Luminor Submersible 1950
BRONZO PAM 507**

BabyTalk is now distributed in the following countries:

Hong Kong • India • Indonesia • Malaysia • Philippines • Singapore • Thailand



As Winston Churchill once said, "To improve is to change; to be perfect is to change often". This is the drive behind the new look of our BabyTalk magazine, after almost five years of being in print. As we decided to make the magazine even more relevant, thought-provoking to speak directly to our readers.

Take a peek at our content enhancements and you will find editorial emphasis on up to date cellular therapy news, Cordlife local and regional news, as well as sections with insightful perspectives and advice from our medical contributors, correspondents and partners.

BabyTalk Magazine IS GOING **Regional!**

Of course changes and enhancements in the magazine cannot happen without actual advancement within Cordlife. Take a look at Cordlife Philippines, for example, celebrating 4 years of service to Filipino families and proving to be the top choice of Filipino OB-GYNs.

Back at home, in the spirit of corporate social responsibility, we turn a spotlight on the Leukaemia Lymphoma Foundation, whom we have recently adopted. Also, speaking of going above their call of duty, join us as we cover a lovely party for selfless nurses whose care and concern for patients truly render them deserving of appreciation.

Further, sink your teeth into valuable advice about dental health and pregnancy, nappy rash help, and even a couple of lifestyle articles just for the dads! There is also an entirely new section dedicated to Cordlife's loyal customers, focusing on bettering our engagement programmes.

By unveiling our new concept for BabyTalk, we hope that you will join us in this journey — read about us, talk to us, tell others about us, and in return, we promise to keep working to intrigue you, and we hope you like what you see. [bt](#)

JASON WONG & SARAH KOH

Editors

**"To improve is to change;
to be perfect is to change often"**

Winston Churchill



Broadening our Horizons

We at Cordlife value greatly the people who have entrusted their baby's stem cells to our charge. With this drive, we actively seek opportunities to widen our service and product offerings for families, with a focus on both the mother and child.

The most recent new offering, umbilical cord lining private banking service, was the first such service to be launched in Singapore. As an industry leader in newborn stem cell banking and the larger of only two private cord blood banking service providers in Singapore, we are pleased to be the first to offer expectant parents here the additional option of storing their children's precious stem cells from cord lining.

In the current times, knowledge is power to an even greater degree in obtaining holistic health care, through active choices towards a successful existence. Thus, Cordlife has transitioned into a multi-product company, and we are pleased to introduce the three areas - Banking, Diagnostics and Wellness. This segmentization of our expertise, knowledge and attention to three different categories allows a higher calibre of development and expansion in each area.

Banking is of course our original business, which has grown greatly. By bringing in Diagnostics and Wellness areas, we trust that there will be much value added to the services and products Cordlife provides to our clients.

Banking is of course our original business, which has grown greatly. By bringing in Diagnostics and Wellness areas, we trust that there will be much value added to the services and products Cordlife provides to our clients.

In addition to the existing cord blood stem cell and cord lining storage, look out for innovative, cutting-edge products that will roll out throughout this year. 2013 was an exciting year for us, and we look forward to another exciting year with new products in the pipeline catering to you and your child. [bt](#)

MR. YEE PINH JEREMY

Executive Director and Chief Executive Officer

09



26



19



contents

CORPORATE NEWS

- 05** The Leukemia and Lymphoma Foundation
- 06** A Tea to Remember
- 07** Cordlife's Continuing Medical Education Rounds Baby Fair Expo (IMBEX)
- 08** Cordlife Philippines celebrates 4 Years of Bringing Many Firsts to Filipino Families
- 09** Singapore and Hong Kong AABB Accreditation

ON THE CORD PULSE

- 10** Public or Family Cord Blood Banking- Which One to Choose?

THE DOCTOR IS IN

- 12** Pregnancy and Dental Health

WELLNESS

- 14** Do You Know What Stem Cells Can Do For Your Skin?

EXCLUSIVE FOR CORDLIFE FAMILIES

- 16** Unraveling the Dangers of Pregnant Mothers' Immune Systems!
- 18** Jellymom Premium Seat / Baby Knee Pads
- 19** Natural Solutions for Nappy Rash
- 20** Slim Through Fitness

LIFESTYLE

- 24** 2014 BMW 4 Series Marks the Dawn of a Whole New Era for the BMW Coupe
- 26** PANERAI Luminor Submersible 1950 BRONZO PAM 507

Special thanks to our contributors:

Sheryl Nepomuceno, Cordlife Phils.
 Cherie Daly, Director of SLD Consulting
 Cordlife Technologies
 Dr Tan Su Wee, Dental Surgeon of
 the Dental Studio
 Field Catering & Supplies Pte Ltd

Sparkling Babies
 Gaia Singapore
 Amore Fitness
 eXplorerkid
 www.fast7news.com
 Alexander Linz, Watch-Insider.com

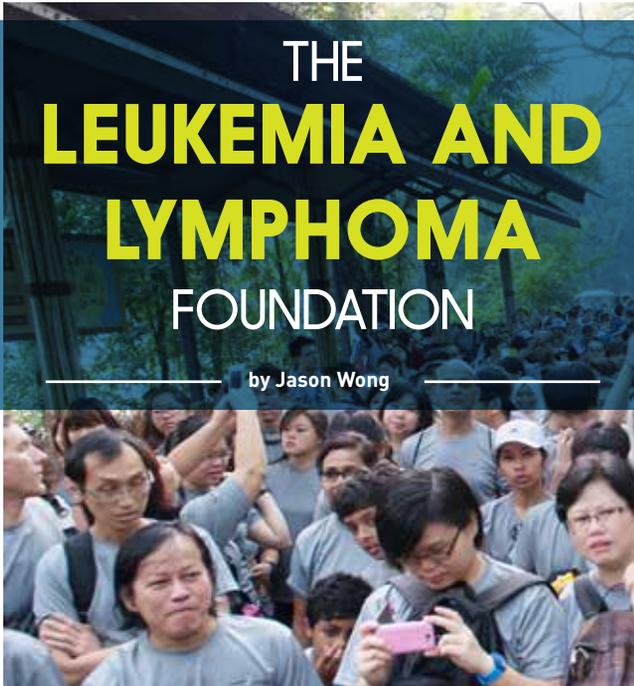
Design by: Artnexus Design Pte Ltd

Cordlife Group Limited
 1 Yishun Industrial Street 1
 A'Posh Bizhub, #06-01/09
 Singapore 768160

Contact
 Tel: (65) 6238 0808
 Email: editor@cordlife.com
 Website: www.cordlife.com/sg
 Facebook: www.facebook.com/cordlife

THE LEUKEMIA AND LYMPHOMA FOUNDATION

by Jason Wong



CORDLIFE'S CORPORATE SOCIAL RESPONSIBILITY

In late 2002, the Leukemia and Lymphoma Foundation (LLF) was established, and after a short time, they had the honour of helping their first lymphoma patient fight for his life. Now, 12 years later, LLF has helped more than 500 patients stricken with blood disorders. In the same spirit of giving, Cordlife has decided to adopt this respectable foundation to support their mission.

Amongst the most lethal cancers are leukemia and lymphoma. Leukemia is a blood cancer, causing uncontrolled production of abnormal white blood cells. Lymphoma is an aggressive cancer that is able to rapidly spread throughout the body to anywhere where there are lymph nodes or lymph tissue. Though deadly, with treatment, these are also two of the most curable forms of cancers. A majority of patients go into remission with extensive treatment. However, these treatments can be quite costly. The LLF's initiative looks to aid less fortunate patients with various costs.

The Foundation pays for, either fully or in part, all costs related to treatment of leukemia, lymphoma and similar blood-related disorders. This includes high cost transplant treatments, chemotherapy as well as drug therapy. Unlike most cancers, leukemia and lymphoma tend to affect patients at the prime of their lives. This means that the cost

accumulation begins earlier. On top of treatment charges, there are also the cost of hospital stays and rehabilitation. These charges impose heavy financial burdens on both patients and their families. This is especially true if the patient is unemployed or does not have sufficient savings or health insurance coverage. The LLF looks to improve the quality of life of these families by not only providing financial support, but also through counselling support and organizing social activities for patients and their families.

Similarly, having had the honour of serving a number of families in their own journey in treating a loved one with leukaemia or lymphoma, Cordlife understands firsthand the challenges faced. Thus, Cordlife is very positive in lending support to the LLF.

Last year, Cordlife and its employees contributed monetary donations and participated in LLF's fundraising Walkathon at the Singapore Zoological Garden. It was a successful event, leaving participants happy and well exercised. Since this inception, Cordlife has decided to join LLF in giving back to society by playing a significant role in supporting LLF.

Moving forward, Cordlife looks forward to be able to aid in raising funds and creating awareness for various charitable organizations, giving us a chance to give back to our society. 

LAST YEAR, CORDLIFE
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MONETARY DONATIONS AND
PARTICIPATED IN LLF'S

*fundraising
Walkathon*

AT THE SINGAPORE
ZOOLOGICAL GARDEN

A Tea to Remember

A PEEK INTO OUR CELEBRATION OF NURSES

by Sarah Koh

It was especially rewarding to see nurses from various clinics who used to work together meet up with each other again in such a festive manner; it felt like a reunion of sorts.



A THANK YOU PARTY

What do you get when you combine good company, delicious food, games, prizes and a Christmas tree?

A Christmas party of course. Which is precisely what Cordlife held in honour of 60 nurses from various hospitals and clinics from across Singapore at the upscale, yet relaxed Nassim Hill Bakery & Bistro this past December. The Christmas tea party recognised and celebrated our years of cooperation and collaboration with these wonderful nurses.

The lovely ladies began streaming in at 2pm, many of them glad to be able to kick up their feet after knocking off from the morning, working at their respective clinics. The Cordlife staff were pleased to welcome the ladies in and to see so many familiar faces in support of this event. It was especially rewarding to see nurses from various clinics who used to work together meet up with each other again in such

a festive manner; it felt like a reunion of sorts.

Drinks were served as guests arrived and at 2.30pm this Christmas tea was in full swing.

Guests chatted and mingled while enjoying waves of sumptuous smoked salmon salads, mini roast beef sandwiches, oozy cheese pizza and much more. Meanwhile, Cordlife's Account Management head, delivered a heartfelt speech, thanking the nurses for going beyond their call of duty to educate parents on the life saving benefits of cord blood and cord lining banking.

Following this, the ladies had a chance to participate in a number of rounds of Bingo with vouchers for a few lucky ladies to win. Shouts of "Bingo!" echoed throughout, and in the spirit of friendly competition, the first two ladies who came up with their Bingo sheets correctly filled out received NTUC

vouchers! Needless to say, everyone had fun, including the organizers; and there was a definite increase in adrenaline in that room during that session of games.

Dessert was incredible chocolate cake, served with coffee or tea. This marked the beginning of what everybody was looking forward to - the lucky draw. With the first prize being the sought after Calecim® Serum Programme set, and second to fourth prizes being Calecim® Treatment Cream, there was much to rejoice over for the lucky top winners. In the spirit of Christmas giving, there were another five happy voucher winners.

As the party wound down, nobody was sent home empty handed, but were given delicious giant chocolate chip cookies, specially baked by Nassim Hill Bakery. It was the first time Cordlife held such an event for our nurses, and we definitely look forward to such a gathering in the near future. **bt**

Cordlife's Continuing Medical Education Rounds

by Jason Wong



ROUND TABLE DISCUSSION

PT Cordlife Persada conducted two sessions of round table discussions (RTD) in Jakarta and Surabaya respectively with advocates from the Obstetrics & Gynaecology (OBGYN) and the maternity hospitals.

The purpose of the round table discussion groups was to provide a communication platform among Healthcare Practitioners, which the anticipated outcomes include; educating and generating awareness to caregivers on the patented breakthrough technology for isolation of stem cells from cord lining.

The group was formally introduced to the background of Mesenchymal Stem Cells and Epithelial Stem Cells through a presentation by Professor Phan, followed by the potential therapeutic applications and Clinical Trial outcomes. The presentation ended with a demonstration of Cord collection procedure and its requirements to meet our high accreditation standards.

The RTD involved more than 50 participants, but with an intimate setting of approximately ten participants to a table. Through this interactive session, PT Cordlife Persada achieved the education of cord lining stem cells to key opinion leaders as well as gathered open, honest, and direct opinions from them. **bt**

Baby Fair Expo (IMBEX)

by Jason Wong

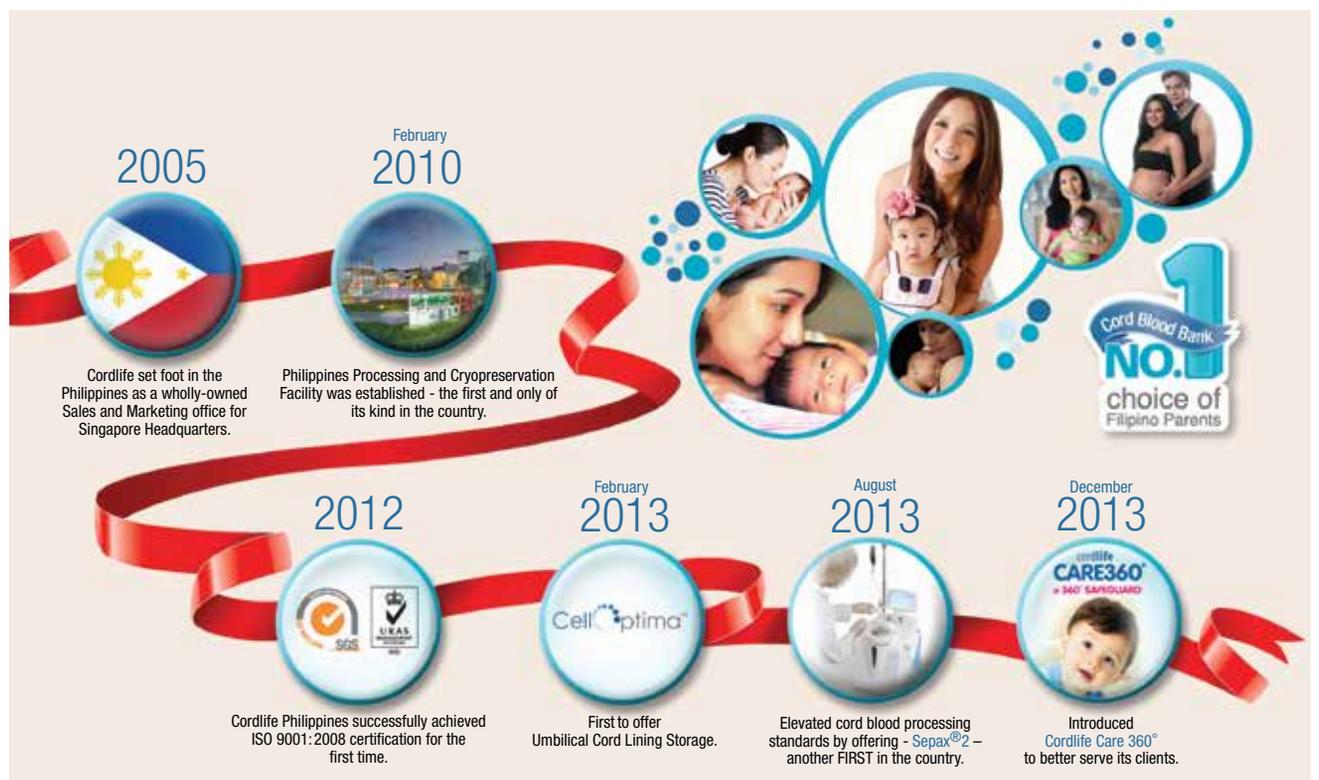
Between 22-24 November, PT Cordlife Persada took part Maternity and Baby Fair Expo at Jakarta Convention Centre – an exhibition held for expectant parents. Our presence in the event allowed education to parents-to-be on the lifesaving benefits of banking cord blood and cord lining stem cells. The success of Singapore expo trade shows was replicated here.

Indonesia has a huge market for baby related services and products and many international brands are trying to expand their market share in this market, and they began to recognize this show as one of the better options for them in terms of outreach and vendor collaboration.

“We are exhibiting at Maternity & Baby Expo for the first time. The success of the exhibition has exceeded our expectations. We managed to educate lots of expectant parents on the available options they have with their baby’s precious cord and cord blood. Our new Cord Lining service was introduced as well, and the results were very satisfactory,” said Lucia Fridayati, Assistant Sales Manager at PT Cordlife Persada.

A total attendance of more than 48,232 visitors from Indonesia and 108 global exhibitors took part in this Expo, which successfully closed its three-day run at Balai Sidang Convention Center in Jakarta. **bt**





Cordlife Philippines celebrates **4 Years of Bringing Many Firsts** to Filipino Families

by Sheryl Nepomuceno, Brand Manager, Cordlife Phils

Since its inception in February 2010, Cordlife Philippines is proud to have earned its badge for being the No. 1 choice of Filipino OB-GYNs¹ and parents² for their cord blood banking needs.

The local facility was the first of its kind in the Philippines and remains to be the only stem cell bank duly registered and recognized by the Department of Health. As Cordlife strives to be the forerunner of stem cell banking in the country, last February 2013, a new service was conceived - Umbilical Cord Lining Storage.

This unique service allows families to complete their health protection plan by storing two cell lines present in the cord lining using an exclusive patented technology - CellOptima™. To tie up the year, Cordlife Philippines has again proven worthy of being the # 1 choice of Filipino parents by introducing Cordlife Care 360. This Program gives answers to the possible worries parents may have concerning their babies' precious stem cells. To date, Cordlife Philippines services over 3,000 families and the list of happy clients continues to grow. **bt**

Sources:

1. As of November 2013, based on survey conducted at Philippine Obstetrical and Gynecological Society between 12-15 November 2013.
2. Data as of December 2013, based on consumer survey.

Congratulations

Cordlife Singapore & Cordlife Hong Kong on their successful AABB accreditation!

Part of an elite group displaying the mark of quality and trust – Cordlife Singapore has been accredited since 2005, the first in South East Asia, and henceforth been re-accredited four times.



About AABB

With over 60 years history and with an elite 60 cord blood banks under its accreditation programme, AABB is widely considered the gold standard for cellular therapy and transfusion medicine.



Why does this matter to Parents?

Utmost Commitment

AABB accreditation is the proof of our pledge to you that we are committed to providing and maintaining a high quality of cord blood processing and storage standard.

Stringent Quality Control

AABB accreditation ensures intensive on-site audits and inspections are performed on Cordlife's processing and storage procedures to ensure strict compliance to high standards.

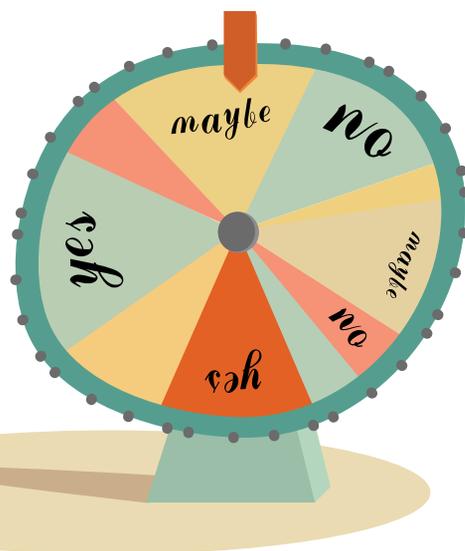
Safety & Viability of Your Baby's Cord Blood

AABB accredited cord blood banks process and store cord blood units that provide assurance to transplant physicians internationally and protects the viability of your baby's cord blood.



Public or Family Cord Blood Banking—

WHICH ONE TO CHOOSE



W

hen having a baby, parents are faced with many decisions from material decisions (what pram to buy, what cot to purchase, what color to paint the room) to more serious medical decisions.

One of these medical decisions is what to do with the blood from the umbilical cord of their newborn baby.

Today parents delivering in Singapore have three choices:

1. Donate to a public bank
2. Store privately in a family bank
3. Throw it away.

So where do parents “go” for accurate non-bias information to assist them with this decision and to empower them to make an educated decision based on accurate facts.

I always say that each family is unique and what might be the right decision for one family may be the wrong for another.

Parents should carefully research the topic, discuss the options and make their own decision based on non-bias facts.

A good place to start is The Parents Guide to Cord Blood Foundation (parentsguidecordblood.org)

This website gives non-bias accurate information about both public and family cord blood banking. The founder is a mother, with a Scientific background, who lost her daughter to cancer and has dedicated her life to this website and informing parents about cord blood banking and all the options.

What is important to realize is that Public and Private Cord Blood banks store umbilical cord blood samples for different reasons.

Public cord blood banks receive donations of cord blood samples with the specific purpose to be tissue typed and listed on the International Donor Registries (like NMDP and WMDA) for **Unrelated** Hematopoietic (Blood) Stem Cell Transplants.

Parents store umbilical cord blood samples with a Family Cord Blood Bank for **Related** Hematopoietic Stem cell Transplants (most likely sibling transplants) and for a few current indications for the need of autologous (one’s own) stem cells (ie Solid tumors and Aplastic Anemia).

Besides the current indications, parents also store cord blood samples privately for the emerging applications using umbilical cord blood stem cells for non-hematopoietic diseases that are

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currently being researched in clinical trials. An example is Cerebral Palsy which is currently being explored in a FDA approved phase 11 clinical trial at Duke's University in North Carolina, USA.

Below I have summarized a few facts in table form to help you understand the differences:

PUBLIC CORD BLOOD BANK	PRIVATE/FAMILY CORD BLOOD BANK
Family donates cord blood and as such relinquishes all rights to the unit	Family stores cord blood privately for their use only
No cost to donate cord blood	Family pays the Private Cord Blood Bank that they choose a fee to process and store the cord blood for them
Sample gets HLA typed and listed on International Donor Registries where it is publically searchable for an unrelated transplant.	Sample is not HLA typed, and not listed on any International lists. (Unless requested by the family) Unit is for the child (autologous) and the family only.
60-80% of public bank donations are rejected and discarded due to numerous reasons	Each individual private cord blood bank has their different criteria and processes in place to accept or reject samples. Normally the family is fully informed and be given the informed choice to continue with storing. Storage is both for autologous (self use) and for related transplants (family members with a HLA match-most likely siblings)
Once the family donates the cord blood they relinquish rights to the sample. Sample is released if a match is found and sample is purchased off one of the International Registries	Sample is released only on request of family and normally at no cost to parents.

As mentioned previously- the topic should be fully researched and understood and parents should ensure they understand all the facts, knowing exactly what cord blood can be used for in both settings and all the pros & cons should be carefully considered.

After this, each family should feel comfortable to make a decision that is right for them.

No choice is the right or wrong decision. Each family is unique and the decision they make is the right one for them. **bt**

Ref:
1. parentsguidecordblood.org



"I ALWAYS SAY THAT

each family is unique

AND WHAT MIGHT BE THE RIGHT DECISION FOR ONE FAMILY MAY BE THE WRONG FOR ANOTHER."



Cherie Daly, MD

Director SLD Consulting
Advisor Parents Guide
Cord Blood Foundation
Scientific Board ITERA (International Tissue Engineering Research Association)

Pregnancy and Dental Health

While it is an old wives tale that calcium is lost from a mother's teeth and "one tooth is lost with every pregnancy", changes experienced in your oral health during pregnancy may dramatically affect the way your dentition looks, feels and functions. This is chiefly due to a surge in hormones; particularly an increase in oestrogen and progesterone, which can exaggerate the way gum tissues react to plaque.

HOW DOES A BUILD-UP OF PLAQUE AFFECT ME?

Poor oral hygiene results in a steady accumulation of plaque. The bacterium it brings about irritates our gum tissues, causing gum disease. In pregnancy, the effects of gingivitis are more pronounced. "Pregnancy gingivitis" causes red, swollen, tender gums that are more likely to bleed. The progression of gum disease from gingivitis to periodontitis (advanced gum disease with irreversible damage to our teeth and supporting structure) is also accelerated.

Pregnancy gingivitis may surface as early as in the 2nd month of pregnancy and can lead to significant discomfort and pain. Potential gum problems should be combatted with meticulous cleaning habits.

Pregnant women are also at risk for developing pregnancy epulis; inflammatory, non-cancerous fleshy growths that develop when swollen gums become irritated. They do not usually require treatment and will shrink on their own after delivery. However, if it interferes with chewing, brushing or other oral hygiene procedures, your dentist may decide to remove it.

HOW CAN I PREVENT THESE PROBLEMS?

Brush with a fluoride toothpaste twice daily and floss thoroughly. If you experience morning sickness and bouts of frequent vomiting, rinse your mouth with fluoride mouthwashes followed by a generous application of re-mineralising tooth mousse after to prevent erosion of tooth structure. These products are available at your dentist. Regular checks (each trimester) and cleaning at the dentist during the 2nd trimester will also help control plaque, prevent gingivitis and detect dental problems early. Good nutrition – particularly plenty of vitamin C and B12 – will help keep the oral cavity healthy and strong.

WHEN SHOULD I SEE MY DENTIST?

If you are planning to become pregnant, schedule a routine check with your dentist. He/she will assess your oral condition and treat all dental problems prior to pregnancy.

If you are pregnant, make sure to let your dentist know prior to any dental visit. It is best to schedule a routine visual examination every trimester to screen for any problems, and cleaning during the 2nd trimester of your pregnancy. This is because the first three months of pregnancy are thought to be of greatest importance in your child's development. During the last trimester, stresses associated with dental visits may increase the incidence of prenatal complications.

Inform your dentist of all names and dosages of drugs you are taking, including medications and prenatal vitamins prescribed by your doctor. Any specific medical advice your doctor has given you should also be communicated. Your dentist may need to alter your dental treatment plan based on this information. Certain drugs -- such as tetracycline -- can affect the development of your child's teeth and should not be given during pregnancy.

Do not skip routine dental checks because you are pregnant. Especially because of the fluctuation in hormones during



pregnancy, regular periodontal (gum) exams are essential to prevent fast progressing gum problems. Pay particular attention to any changes in your gums during pregnancy. If tenderness, bleeding or gum swelling occurs at any time during your pregnancy, seek help from your dentist as soon as possible.

ARE THERE ANY DENTAL PROCEDURES I SHOULD AVOID?

The best time for routine dental treatment is the fourth through sixth month. Women with dental emergencies that cause severe pain can be treated during any trimester, but your obstetrician should be consulted during emergencies that require anaesthesia or when medication is being prescribed. Elective treatments, such as teeth whitening and other cosmetic procedures, should be delayed until after delivery. It is best to avoid aesthetic dental work while pregnant and avoid exposing the developing baby to any risks, even if they are minimal.

Routine x-rays (radiographs) taken at yearly intervals to screen for cavities should be postponed until after the birth. In certain dental emergencies such as extractions, radiographs might be necessary for diagnosis and treatment of the pregnant patient. According to the American College of Radiology, no single diagnostic x-ray has a radiation dose significant enough to cause adverse effects in a developing embryo or foetus.

SOME TIPS TO MAKE YOUR DENTAL VISITS COMFORTABLE

- Maintain healthy circulation by keeping your legs uncrossed while you sit in the dental chair
- Take a pillow to help keep you and the baby more comfortable
- Bring headphones and some of your favourite music

Although craving sugary snacks and treats are common during pregnancy, they should be avoided as much as possible. Keep in mind that the more frequently you snack, the greater the chances of developing tooth decay.



CAN ORAL HEALTH HAVE AN EFFECT ON PREGNANCY?

There is increased evidence supporting a link between gum disease and premature, underweight births. Pregnant women who have gum disease may be more likely to have a baby that is born too early and too small. More research is needed to confirm how dental diseases affect pregnancy outcomes.

EATING RIGHT FOR YOUR TEETH AND BABY

Although craving sugary snacks and treats are common during pregnancy, they should be avoided as much as possible. Keep in mind that the more frequently you snack, the greater the chances of developing tooth decay. In addition, numerous studies have shown that the bacteria responsible for tooth decay are passed from the mother to the child. Your baby's first teeth begin to develop about three months into pregnancy. Therefore, a healthy and balanced diet will ensure your baby has strong healthy teeth. Well-balanced meals comprising dairy products such as cheese and yogurt are a good source of the essential minerals needed for baby's developing teeth, gums, and bones.

AFTER YOU HAVE HAD YOUR BABY

If you experienced any gum problems during your pregnancy, see your dentist soon after delivery to have your entire mouth examined and periodontal health evaluated.

An increased emphasis on dental awareness and oral hygiene habits during pregnancy will ensure a lifetime of healthy smiles for both mother and child. 



Dr Tan Su Wee, Dental Surgeon of The Dental Studio, a Singapore Medical Group clinic



The Dental Studio

DO YOU KNOW WHAT **STEM CELLS** CAN DO FOR YOUR SKIN?

Introducing **CALECIM**[®] PROFESSIONAL

New Advanced
Stem Cell Systems,
developed for your skin.

Over ten years of Cord Lining Stem
Cells research to renew your skin.

Our scientists at CellResearch Corporation discovered a significant new source of stem cells in the Umbilical Cord Lining Membrane- the outermost 'skin' of the mammalian umbilical cord. It is from intense research into Cord Lining Stem Cells that CALECIM[®] was developed.

CALECIM[®] THE UNIQUE FORMULATION

Soluble Collagen	Key structural protein in the extracellular matrix of the skin. Provides the skin with strength, shape and form.
Albumin	This water-soluble protein is the most important transport protein in the human body and is critical for maintaining the osmotic pressure in blood and tissues. Required for skin turgor and fullness.
Fibronectin	This glycoprotein binds to collagen, further increasing its strength. Crucial for skin wound healing and for guiding cell movement.
Hyaluronic Acid	This glycosaminoglycan binds to water molecules to plump up the skin.
Peptides	These are short chains of amino acids which have important roles in signaling between cells (intercellular crosstalk).
Growth Factors (E.G. FGF, EGF, VEGF)	Proteins with important signaling functions that regulate cell activity, positively affecting cell growth, proliferation and differentiation.
Cytokines (E.G. INTERLEUKIN-10 (IL-10))	These are neutral proteins. IL-10 has an anti-inflammatory effect.



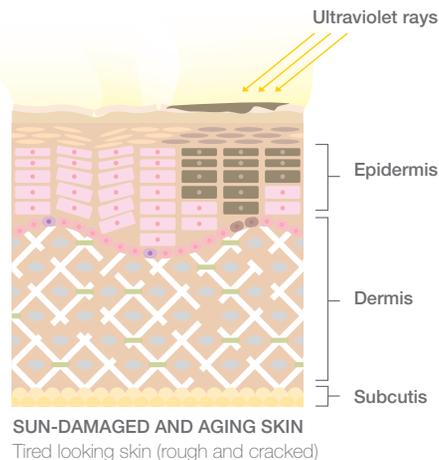
ADVANCED STEM CELL TECHNOLOGY

DID YOU KNOW

Normal skin stem cell turnover is between 28 to 30 days. Stem cells, like the other parts of the human body, can age too. When that happens, its job of skin regeneration is done less effectively taking up to 40 days for the skin to renew. As a result, the signs of aging which we are all too familiar with, like skin thinness, wrinkle lines, pigmentation and dryness, begin to appear.

By replenishing the proteins that skin stem cell no longer produce in adequate quantities, CALECIM[®] encourages skin cells to renew every 28 to 30 days, restoring normal and healthy skin cell turnover.

After only 4 weeks,
CALECIM[®] visibly restores
the natural balance of both
epidermal and dermal
layers of the skin, restoring
your skin's health, firmness
and elasticity.



CALECIM® PROFESSIONAL RE-TRAINED SKIN

RESTORATION OF SKIN FULLNESS AND ELASTICITY



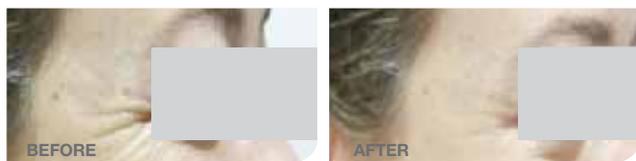
*Using CALECIM® Professional - 80% Serum (5 sessions)

PIGMENTATION REDUCTION



*Using CALECIM® Professional - 80% Serum (7 sessions)

DECREASE OF FINE LINES



*Using CALECIM® Professional - 80% Serum (5 sessions)

CALECIM® PROFESSIONAL PRODUCTS

RECOMMENDED APPLICATIONS

- Pigmentation lightening
- Decreasing the appearance of wrinkles and frown lines



CALECIM® PROFESSIONAL 4-WEEK PROGRAM

- Formulated with CALECIM® Professional - 80% Serum for weekly use and CALECIM® Professional Multi-Action Cream - 50% for daily use
- After the 4-WEEK cycle, allow the skin to rest for 3 months while using CALECIM® Professional Multi-Action Cream - 50% for maintenance

FIRST DAY OF YOUR WEEKLY REGIME

1. Wash and cleanse your face thoroughly.
2. Divide your face into 4 zones for treatment. Using the dropper, spread a little of the CALECIM® Professional - 80% Serum onto the part of the face being treated.
3. Using the skin roller, gently roll over the desired areas of treatment. Apply the remaining CALECIM® Professional - 80% Serum and moisturizer.
4. After 7 days repeat application of CALECIM® Professional - 80% Serum with the skin roller.

DAILY MAINTENANCE ROUTINE

1. Wash and cleanse your face thoroughly.
2. Distribute small amounts of CALECIM® Professional Multi-Action Cream - 50% over the face and lightly pat it into the skin.

CALECIM® PROFESSIONAL MULTI-ACTION CREAM - 50%

- Formulated in a trans-epidermal delivery system
- For daily use



DAILY MAINTENANCE ROUTINE

1. Wash and cleanse your face thoroughly.
2. Distribute small amounts of CALECIM® Professional Multi-Action Cream - 50% over the face and lightly pat it into the skin.

ASK YOUR DOCTOR TODAY ABOUT

CALECIM®
PROFESSIONAL

cordlife
one chance, one choice.

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6238 0808 calecimpro@cordlife.com



Unraveling the Dangers of **Pregnant Mothers' Immune Systems!**



Latest survey: Recurrence rates of pregnant women with urinary tract infections skyrocket 40% – Health of over 20,000 dragon babies born in 2012 are at risk

At 38 years old, mother-to-be Mrs. Chuang is caught up with the frenzy of having a baby. However, due to a high bacteria count in her urinary tract, Mrs. Chuang must accept medical treatment during her entire pregnancy, thereby increasing her concerns regarding the impact of medication on the health of her unborn baby. The Women's Health Association Taiwan and Ocean Spray Cranberries Inc., have organized a self-administered questionnaire—"Knowledge and Behaviors of 350 Pregnant Taiwanese Women On Urinary Tract Infection"—in hopes of understanding the lack of knowledge of pregnant women towards "urinary tract infection during pregnancy" and providing concrete advice to help more mommies-to-be be relieved of further problems or risks to deliver a healthy dragon baby!

According to the latest questionnaire, almost 30% women had urinary tract infections (UTI) during their pregnancies, with a staggering 40% recurrence rate. More than 40% of pregnant Taiwanese women had irregular micturition and faced symptoms, particularly "consistent urination", a "burning sensation when urinating" and a "painful sensation when urinating." Dr. Cheng-Chieh Cheng, Professor of the Obstetrics and Gynaecology Division in Taipei Medical University and Vice Chairman of the WHAT expressed that the pressing of the uterus on the bladder in the early stages of pregnancy and the downward-facing position of the fetus head in the later stages of pregnancy is what causes frequent urination. However, aside from frequent urination, the incomplete release of urination, a burning

The amount of A-type proanthocyanins (PACs) found within cranberries make this fruit the champion of fruits.

sensation felt when urinating or even signs of blood in urine are all possible symptoms of UTI.

The "Knowledge and Behavior of Pregnant Taiwanese Women" questionnaire discovered that more than 70% pregnant Taiwanese women are severely uneducated regarding UTI during pregnancy. More than 50% were completely unaware of being situated in the high-risk group of getting UTI, and more than 90% were at loss of the impact of UTI during pregnancy has on the health of the fetus. Moreover, more than 50% did not know how to prevent it. Dr. Cheng further elaborated that the increase of luteinizing hormone secretion causes poor bladder contractility, a slowing down of urinary tract motility and a difficulty in the complete release of urine from the bladder. Moreover, hormonal changes also cause a decrease of good bacteria in the vaginal tract, an increase in bacteria, pH level changes and a surge in discharge secretions. As the uterus becomes bigger and presses on the lower abdominal area, more urine is kept in the bladder. If not properly treated, long periods of repeated infections will lead cause an easier contraction of ascending UTI to the kidneys, thereby causing a painful sensation when urinating. In addition, other symptoms such as soreness and pain in the waist area, fever or even asymptomatic bacteriuria that causes acute pyelonephritis, sepsis or other diseases may occur. These diseases will lead to fetuses that show signs of being underweight, slow in growth or mothers may endure pre-mature labor or stillbirth. All of these signs are extremely detrimental to the health of the fetus.



*...pregnant women should pay more attention to nutritional balance, decreasing intake of stimulating foods, drink more water, do not hold urine in or **drink more cranberry juice.***

Even faced with the problem of UTI during pregnancy and extremely willing to get treated, close to 60% pregnant Taiwanese women face a dilemma of being treated with antibiotics for fear of affecting the health of their baby! Due to the wrongful use of pads, coupled with not drinking enough water and not actively nurturing good habits for the body, Mrs. Chuang faced high recurrence rates of UTI during her pregnancy. Moreover, a concern over the use of antibiotics on the impact of her baby is what is making this mother-to-be so troubled at the moment.

Dr. Cheng-Chieh Cheng points out, pregnant women should pay more attention to nutritional balance, decreasing intake of stimulating foods, drink more water, do not hold urine in or drink more cranberry juice. The amount of A-type proanthocyanins (PACs) found within cranberries make this fruit the champion of fruits. Aside from preventing adhesion of E. coli to urinary tract walls, cranberry helps to reduce UTI recurrence rates and prevent drug-resistance caused by use of antibiotics. Moreover, senior nutritionist Chia-Ching Lin suggests replacing regular sugar drinks with 330 cc of cranberry juice, or blending 330 cc of cranberry juice with half a cucumber and 30 g of celery before topping off with cooked white fungus (tremella). This miraculous skincare product is a high-fiber power drink for pregnant women to strengthen the immunity of their urinary tracts. If the amount of sugar consumed is a concern, Lin recommends pregnant women in their second or third trimester to replenish by drinking 1.5 cups of sugar-free soybean milk or 240 cc of sugar-free yogurt with a cup of cranberry juice (330 cc) in addition to regular meals. This can help to replenish nutrition while achieve the effects of preventing UTI. **bt**

by Evelyn Chew, Field Catering & Supplies Pte Ltd,
website: www.field.com.sg

EXCLUSIVELY FOR

Cordlife Families

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Jellymom have been a leading baby seat manufacturer in Korea and its Premium Seat is the No.1 Selling seat in Korea now. Jellymom Premium Seat considers your baby's health and comfort for baby's extended period of use. It is made in South Korea with 100% domestic development and production. Jellymom does not put any pressure on the baby's spine since it is made from non-toxic ingredients with a strict inspection for better safety.

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Available in BabySpa, BabyOnline,
Baby Kingdom and Metro.

Please visit www.sparklingbabies.com
or contact Della Tay at 9632 9780
for more information.

Baby Knee Pads

MADE IN KOREA



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- The AirCell Knee Pad absorbs shock and protects the baby's knee or elbow should the baby fall on the solid surface or ground.
- It is designed to fit to baby's knees and elbows without any discomfort.
- The knit material facilitates air flow and is non sensitive to the skin.
- It is non-slip with excellent durability and is washable.
- It is eco-friendly and non-toxic as it is made of TPU (Thermo Plastic Polyurethane).

NATURAL SOLUTIONS

FOR NAPPY RASH

NAPPY RASH IS VERY COMMON and can sometimes occur no matter how diligent you are. It mainly occurs when a baby's skin is covered by a wet or dirty nappy for too long. 'Too long' varies a lot from one baby to other and may just depend on whether the baby is well or unwell. Some babies will get a lot of nappy rash, while others hardly get it at all so a lot depends on how sensitive your child's skin is.



Nappy rash is caused by germs on the baby's skin, in faeces, urine and on clothing (including nappies) creating ammonia which can burn the skin. When the nappy (especially a stiff cloth nappy) then rubs on the irritated skin, it is exacerbated. Often plastic pants over the nappy prevent air flow and mask a nappy which may be soaked or dirty, so the skin stays wet for a longer time. Often when babies are unwell, particularly if they have diarrhoea, their skin seems to become more sensitive. Other possible triggers include starting a new food, teething, chemicals in disposable nappies or an infection on the skin such as thrush, which can all make the rash worse.

So what can we do about nappy rash? Eliminate the causes as much as possible by changing nappies often so that the skin is kept fresh and clean. It is also a good idea to have "nappy free" time when there is no nappy on to help the skin remain free of possible irritants. Disposable nappies with linings which absorb wetness and keep it away from the skin may also be of assistance.

It is important when washing baby's bottom, to do it very gently so you don't rub the skin, but still ensuring that the

skin is clean (check in all of the folds). Using a soap-free cleanser tends to be less drying and is softer on your baby's skin. Michelle Vogrinec, creator of GAIA Natural Baby and Aussie mum-of-three suggests "Using a soap and sulphate free, pH neutral moisturising gel will gently cleanse and nurture baby's skin without causing dryness, irritation or itchiness."

Skin wipes often have alcohol in them and this can cause further pain and discomfort on damaged skin, so Michelle recommends using alcohol-free, preferably natural and organic wipes.

Using a barrier cream, to keep dampness away from the skin, every time you change the nappy can also be of much benefit. GAIA Natural Baby's signature product - Skin Soothing Lotion - was originally developed as it provided soothing relief to Michelle's son Joshua when he had nappy rash. He was born with sensitive skin and developed eczema at just 8 weeks of age.

"I have also found that vigorously rubbing creams or lotions into areas of the skin that are irritated or cracked often just causes further irritation by creating friction rather than calming the area. So

instead, I squeeze a small amount of the soothing lotion onto my arm and using the tips of my fingers, then I dab the skin soothing lotion and pat over the area I wish to cover," she said.

Many parents are unsure about using talcum powder however Michelle finds "Using a powder made from talc-free cornstarch is just as effective to absorb excess moisture in your baby's skin folds and keeps your baby drier, avoiding nappy rashes and skin irritations."

She also suggests changing cloth nappies often and washing them in laundry liquids which are labeled for sensitive skin and stresses "It is important to see your doctor for any rash to be sure what it is and how it should be treated." **bt**



For further information on the GAIA Natural Baby natural & organic baby skincare range, please go to www.gaia.com.sg, or join us at www.facebook.com/Gaia.Singapore

EXCLUSIVELY FOR

Cordlife Families

SLIM THROUGH FITNESS

Love yourself more!

Amore is a way of life. I am amore. I am more.

Amore means "love" in Latin.

Established since 1985, award-winning Amore Fitness is Singapore's leading fitness and spa service provider committed to promoting and encouraging members of the public to attain a healthier lifestyle through a holistic approach to fitness and well-being.

Constantly evolving, at the heart of Amore, the brand exists with the vision to be "More than I am", for total wellness as Amore is more than fitness and health - it is a way of life. Through the journey of self-Discovery, to be inspired and in turn inspire others while making a difference to people around you and finding Fulfillment in life.

With a slew of awards under its belt, AsiaOne People's Choice being one of the many, Amore Fitness combines affordability with world-class facilities, integrating fun with fitness and state-of-the-art gym equipment to enhance your workout experience. Amore Fitness prides its high standards of assurance to constantly deliver quality programmes through tested and proven exercise methodology, facilitated by a pool of highly qualified and experienced instructors. [bt](#)



Did you know?

1 Exercising **Quickens** the Recovery Process

Mothers who are more active after labour tend to heal faster than their less active counterparts.

2 Exercising Helps in Losing Weight

Women gain approximately 13 kg during pregnancy and takes approximately 6 months to return to their pre-pregnancy weight. Engaging a professional fitness trainer speeds up that process in a safe and effective manner.

3 Exercising **Improves** Mood & Regulate Emotions

Feel-good chemicals such as endorphins are released during exercises, hence boosting one's mood and mental wellness.

* **Note**

{ Get a doctor's clearance before starting on any exercise regime. Listen to your body. If you experience any pain, stop exercising and consult your doctor immediately. }

Activities Suitable for **New** Mothers

0-2 months after delivery

- Pelvic Floor Exercises
- Gentle Tummy Exercises
- Brisk Walking

* **Get Started**

- Lie down and keep your lower back flat.
- Take a deep breath and as you exhale, gently squeeze your butt as though stopping yourself from passing wind.
- Count to 10 seconds in this position as you continue breathing lightly.
- Relax your tummy and do 10 reps for 2-3 sets.

2-4 months after delivery

- StretchFit®, Yoga & Pilates
- Post Partum Fitball Exercises
- Swimming

* **Get Moving**

- Begin with 20 to 30 minutes of StretchFit®, Yoga or Pilates and gradually increase to 1 hour.
- Avoid intensive exercises for the first 3 months to allow full recovery.
- Start swimming only after six weeks to avoid any risk of infection.

4-6 months after delivery

- Strength Training
- Cardiovascular & Toning Exercises
- Running

* **Get Toned**

- Advance on to more intense exercises such as Kickboxing and other Cardiovascular & Toning workouts once your body feels up to it.
- Inner core strength is focused here to aid you in regaining your shape.



Adventure Galore

Learn and explore the world with little ones on-board.

A dose of thrill and adventure is in store at eXplorerkid, which operates the largest indoor children playground in Singapore with its flagship outlet at E!hub, Downtown East. Besides the fun features to engage the kids, there is also a nursing room, and party rooms. Not just an adventure for children under 12, dads and mums can also check out eXplorerkid's FunShop for children's gifts at great value.

Getting kids to learn through exploration, we have jazzed up the discovery processes with a highly-tactile playground built around a mystical forest theme. As the children explore the 'magical' terrains, they come face-to-face with fun-play obstacles and educational elements.

In addition, eXplorerkid organises events such as school field trips and themed birthday parties. There is also an attractive membership programme to encourage families to join us as members.

With the success and popularity of eXplorerkid at Downtown East, our new outlet at AMK Hub welcomes more children and families into a world of exploration and fun challenges with us!



Play Station Highlights

Lit Ball Pool

The one and only lit ball pool in Singapore, it emits a beautiful warm and colourful glow. A visual treat to behold, the soft and translucent balls take on different hues when the lights at the pool's base change colour. Suitable for children three and above.

Mega Play

A multi-level obstacle play system challenges children to crawl and climb to get past each level before proceeding to the next level. Suitable for children aged between 4 and 12.



Membership perks

eXplorerkid members enjoy discounts on a variety of offerings including:

- Enjoy more playtime for less
- Privileged rates for birthday party packages
- Specially organised events and activities
- Exclusive discounts at FunShop

Note: Once a child becomes an eXplorerkid member, the membership is valid until the year the child turns 12.



WINNER OF
"WE WELCOME FAMILIES"
EXCELLENCE AWARD

The Cliff

Children aged 5 and above can hone their mountaineering skills at the three-metre rock climbing wall, which helps to boost their self confidence while improving agility, balance and hand-eye coordination.

Toddler Play Area

Parents and chaperons can watch over their toddlers at this ball pool.

General Information

How to reach us

www.explorerkid.com

www.facebook.com/explorerkid

eXplorerkid @ Elhub, Downtown East

1 Pasir Ris Close

Elhub @ Downtown East

Level 3

Singapore 519599

Tel: (65) 6589 1668

eXplorerkid @ AMK Hub

53 Ang Mo Kio Ave 3

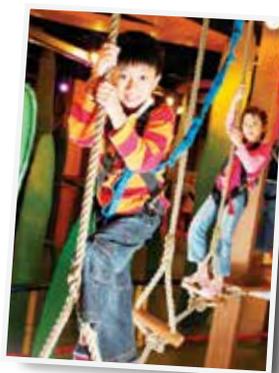
AMK Hub #04-02

Singapore 569933

Tel: (65) 6582 3326

Adventure Highlands

The little young ones will welcome this challenging rope course that comes with a suspension bridge that puts their concentration, balance and nerves to the test. The activity is open to children with a minimum height of 120cm.



Ball 'O' City

Blast, propel and throw up to 2,000 super-soft foam balls at this enclosed two-level play station that comes with vacuum cannons. There are also rotating crawl spaces, tunnels and slides. Suitable for kids aged five and above.

The Cliff and Adventure Highlands are only available at eXplorerkid Downtown East.



2014 BMW 4 Series **MARKS THE DAWN OF A WHOLE NEW ERA** for the BMW coupe

Forget what you thought you knew
about BMW's coupes...because the
4 Series is the dawn of a whole new era.



THE 2014 BMW 4 SERIES is here and this four-seater coupe marks the perfect fit between the 3 Series and 5 Series, with the 428i base model coming with a four-cylinder engine making 241 horsepower, longer wheelbase, wider track, and lower ride height than the 3 Series, all make the 4 Series Coupe an exciting ride.

The 4 Series is available in two coupe models: the 428i powered by a Twin Power Turbo 2.0-liter four-cylinder engine; and the 435i, which draws its motive force from a Twin Power Turbo 3.0-liter inline six-cylinder. There are individual equipment lines for both the interior and exterior and buyers can choose the Sport or Luxury Lines as alternatives to the standard specification.

The 428i is a delight to drive with excellent acceleration capability and ideal on-center feel. The ride quality



The new BMW 4 Series Coupe is visibly larger in width and wheelbase than the outgoing 3 Series Coupe, and its stretched silhouette sits considerably lower to the road.

The interior of the BMW 4 Series Coupe presents a combination of sporty allure and exclusivity. All the controls central to driving are arranged ergonomically around the driver ensuring comfortable access to all functions.



THE COUPE'S FRONT END IS STRIKING, DISPLAYING CHARACTERISTIC BMW DESIGN FEATURES, SUCH AS THE SLIGHTLY FORWARD-ANGLED TWIN-KIDNEY GRILLE AND BRAKING IS POSITIVE AS WELL.

is planted, but compliant that may be adjusted either up or down to suit driving conditions and styles. The coupe's front end is striking, displaying characteristic BMW design features, such as the slightly forward-angled twin-kidney grille and braking is positive as well. Handling characteristics are also adjustable through the Driving Experience Control switch. The new BMW 4 Series Coupe offers drivers the ability to change between Sporty, Eco or Comfort Drive settings, depending on mood or preference. Using the Driving Experience Control switch, each selection activates a different setting for the powertrain and suspension componentry. Both 4 Series coupes are available with either a standard eight-speed automatic transmission or an optional six-speed manual gearbox.

Moving to the inside, the four-passenger interior blends sporty styling along with purity and quality.

In the forward cabin, the utilization of space through the structuring of lines and surfaces into layers gives the cabin a driver orientation, without excluding the front passenger. All controls central to driving are arranged ergonomically around the driver providing ready access to all functions.

A Sport steering wheel, circular instruments in black-panel look and the free-standing, flat-screen iDrive monitor provide a sense of functional elegance. The iDrive Controller -- properly located for easy reach on the center console -- and the armrest between the front seats serves to give the cabin comfort and functionality. The backrest of the coupe's rear seat may be folded down in 40:20:40 segments.

The Sport Line and Luxury Line deliver different takes on the car's character, adapting the design and colour scheme for the kidney grille and air intakes,

exterior mirror caps, Air Breathers, trim strips in the front and rear fascia, door sill strips and range of wheel styles to set the coupe apart externally.

For the safety conscious, the new 4 Series Coupe comes with a full suite of both active and passive safety systems and equipment. Connectivity isn't forgotten either with a variety of informational and entertainment sources via BMW's improved iDrive interface. [bt](#)

Article contributed by www.fast7news.com

Lifestyle

PANERAI *LUMINOR SUBMERSIBLE*

1950 BRONZO PAM 507



The dark green dial, with applied hour markers, is surrounded by a studded bezel in bronze with the scale for measuring the length of the dive.

Officine Panerai have released their 2nd bronze model after the release of the PAM 382, the bronze diver that so many other bronze dive watches released since have aspired to made waves within the watch collectors' community.



The Luminor Submersible 1950 3 Days Power Reserve Automatic Bronzo, a new Special Edition produced in the same material with its eternal fascination and its decisively nautical associations. The bronze of the Luminor 1950 case is CuSn8, an alloy of copper and tin in the pure state, highly resistant to the corrosive action of seawater and the atmosphere. As well as its high degree of structural robustness, this material preserves its original warm tone while acquiring, with the passage of time, a seasoned appearance as a result of the patina that covers it. This patina is the result of the bronze's reaction to external agents (air, humidity, heat and wear); it does not alter the properties of the material but simply marks the ageing process, making each example unique and personalised. The size of the case is the same as that of the classic of Panerai watches, 47 mm in diameter, and classic too is the bridge device with the locking device which seal the winding crown.

The new Luminor Submersible 1950 3 Days Power Reserve Automatic Bronzo AKA PAM 507 was released as part of Panerai's 'Special Editions' collection unveiled at SIHH 2013. Its new feature which distinguishes this model is in the dial: the display of the power reserve of three days on an arch-shaped indicator positioned at four o'clock.

The sapphire crystal back is fixed by a titanium ring, a metal chosen for its non-allergenic characteristics. Visible through the back is the Panerai P.9002 calibre, developed and produced entirely in the Officine Panerai manufacture

in Neuchâtel. Consisting of 237 component parts, the P.9002 automatic calibre has an oscillating weight that rotates in both directions winding two spring barrels connected in series that accumulate a power reserve of three days. The balance wheel oscillates at a frequency of 28,800 alternations/hour and it is the variable inertia type, fitted with four regulating screws arranged radially.

This very useful function joins the date display, the device for zeroing the seconds hand that is invaluable when synchronizing the watch with a reference time signal, and the system for rapidly adjusting the time, the hand of which can be moved forward or backwards in jumps of one hour without affecting the running of the watch.

The dark green dial, with applied hour markers, is surrounded by a studded bezel in bronze with the scale for measuring the length of the dive. The bezel is connected to the case by a special system designed and patented by Officine Panerai to ensure that the ratchet moves precisely from one click to the next.

The Panerai Luminor Submersible 1950 3 Days Power Reserve Automatic Bronzo (PAM00507) is water-resistant to 30 bar (300 metres) and is completed by a brown leather strap with stitching of a subtly nautical character and a titanium buckle.

It is a Special Edition produced in only 1,000 units. [bt](#)

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