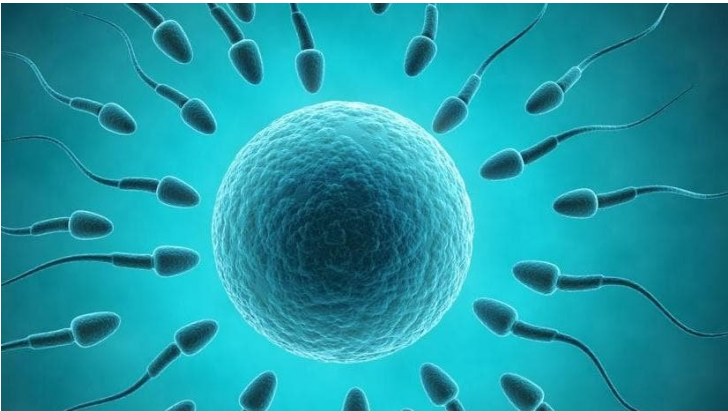


Igenomix launches Synchrony to make IVF successful

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Due to lack of accurate methods of assessment, endometrial receptivity (ER) is not usually investigated in an infertile patient or even before in-vitro fertilization (IVF).



At present IVF no doubt has proven to be successful, as due to this fertility treatment hundreds of thousands of children are born yearly world over. It reinstates hope, optimism and patience in an infertile couple who are facing challenges conceiving, hopping doctors and fertility experts to know the root cause of infertility. IVF provides a sense of security because they know they have a last resort which they can bank upon! But at times the dream of becoming a parent through this treatment might not always work.

For all those aspiring mothers who feel empty, lonely and incomplete and are having a harrowing experience with failed IVF cycle, your biological clock is ticking at a faster pace now; and hard luck with IVF is boosting your anxiety levels.

According to the estimate of World Health Organization (WHO) about 8-10% of couples experience some form of infertility. A growing problem in India since the last decade, infertility is a complex and upsetting experience and people undergoing IVF often face more stress worrying about the success rate.

Igenomix brings a new solution, a *new genetic technique* "Synchrony". This path breaking new product, brings the advantage of Endometrial Receptivity Analysis (ERA) and Preimplantation Genetic Screening (PGS) together to help IVF specialists achieve a successful pregnancy for their patients.

"The success of IVF depends on a lot of factors such as the age of the woman, the quality of the embryo, status of the uterus etc. But the two principal factors to consider for maximizing the chances of implantation during an IVF treatment are a chromosomally normal embryo and a receptive endometrium. If both the embryo and the endometrium are synchronized, the IVF clinician can transfer the right embryo at the right time. Combining IGENOMIX ERA and PGS allows covering the two key factors to achieve your goal, a healthy baby at home." Says Dr. Rajni Khajuria, Lab Director at Igenomix.

Analyzing and detecting the window of implantation is really important so as to prevent implantation failures. Due to lack of accurate methods of assessment, endometrial receptivity (ER) is not usually investigated in an infertile patient or even before in-vitro fertilization (IVF).

Endometrial tissue is a receptive lining in the uterus which is integral to the successful pregnancy. Since long, endometrial tissue was checked through ultrasound. ERA is the latest discovery to assess the endometrial receptivity.

ERA is a state-of-the-art diagnostic method, developed and patented by Igenomix in 2009. The development of this diagnostic technique is based over the 10-year of research. ERA determines whether the woman is receptive on the day, when the biopsy is performed. If the result is positive then that is the window of implantation for that particular patient.

Even after a successful implantation there are many cases where the pregnancy ends up in a miscarriage in the first trimester. This mostly occurs due to chromosomal abnormalities in the embryo. Over 50% of spontaneous miscarriages are caused by chromosomal abnormalities.

IGENOMIX's PGS with the added advantage of MitoScore enables pregnancy rate by 70-80% by a single embryo transfer. PGS uses the latest next generation sequencing (NGS) technology to screen the embryos for chromosomal abnormalities of all 24 chromosomes, hence increasing the chances of conception by 60% through IVF.

So time to overcome your stress and advance your chances of IVF success and pregnancy. Take an optimistic step forward towards motherhood with Synchrony!