

## Pregna launches cryotherapy device CryoPop

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Pregna International Ltd has furthered its status as a leading women's healthcare organisation with the launch of its ground-breaking cryotherapy device, CryoPop.

The ingenious device was developed by Jhpiego with the objective of making the treatment of cervical pre-cancerous lesions accessible to all. Pregna is the exclusive global commercialising partner for the device. Jhpiego's role in maternal and child health has expanded dramatically over the years, increasing its emphasis on nurses and midwives as primary care providers.

"The good news is that thanks to advancements in screening and diagnosis, cervical cancer is not only preventable, but also one of the most successfully treatable forms of cancer," said Manmohan Taparia, Marketing Manager, Pregna.

Ajit Raje, Vice President, Pregna noted, "CryoPop will play a vital role enabling healthcare professions at all levels to effectively treat the disease. The first step is to create awareness and educate the masses about the disease."

Mukul Taparia, Managing Director, Pregna observed, "Cryotherapy is one of the most effective methods to treat cervical lesions, yet the infrastructure required in traditional equipments has hampered its large scale adoption. Let us go out and save lives."

Majority of the traditional cryotherapy devices use nitrous oxide as the cryogen, which is expensive and requires proper scavenging. Moreover, the large and heavy gas cylinders must be tethered to the cryotherapy device during use. CryoPop offers a more mobile, cost-effective and robust alternative to reach women even in low-resource settings.