

LifeCell launches world's most advanced newborn screening program

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Bangalore: LifeCell International, India's largest and most accredited stem cell storage company, launched BabyShield, the world's most advanced and non-invasive newborn screening program. Specifically the BabyShield service can identify over 118 health conditions at birth making it the most advanced newborn screening service in the world. Importantly this test is done entirely in a non-invasive manner thereby making it safe for the baby and simple to implement in a healthcare setting.

Newborn screening is recognized by health experts as an essential medical test as it can help identify children who may be born with such conditions even before they become sick so that early and preventive treatment can be initiated in order to safeguard them from severe harm such as mental retardation, physical abnormalities, bone deformity, liver dysfunction or even death.

The BabyShield screening program is performed on a few drops of blood collected from the baby's umbilical cord at birth and also urine sample retrieved after 48 hours of the baby's birth. The test results are available within a few days of samples arriving at the lab and this aids early diagnosis and timely treatment thereby improving a child's chances of living a healthy and normal life.

According to Mayur Abhaya, president and executive director, LifeCell International, "BabyShield is a revolutionary development in field of newborn screening allowing for a completely pain-free and comprehensive way of safeguarding

infants against any diseases in the future. At a nominal one time investment of approximately \$90 (Rs4,990), parents can relax peacefully knowing that their child will grow to be healthy and normal. We are extremely pleased to launch this facility across 100 cities in India."

To avail this service, all parents need to do is to register at the time of pregnancy and Babyshield will take it from there, promising every child the right start from the time of their birth.