



clock wise Bodypeace Bamboo, Pure Pod and Moral Fibre



NATURE'S CHILD

Australia's First Organic Baby store Nature's Child celebrated 10 years in business this year. "The Organic Industry did not really exist at the time we started, we were one of a few random business throughout Australia who believed that chemical free products were a right, not a privilege. Our Vision that we work with every day is simple. 'Cherish our children, Cherish our earth' said owner, Jannine Barron.

From the beginning Nature's Child has been a socially and ethically responsible business Jannine recalls " We were inspired by stores from USA that had triple bottom lines, where community and sustainability are as important as financial outcomes. This is to the detriment of financial outcomes at times but the balance is the most important thing in a sustainable business so we maintain these ethics."

From the beginning, Nature's Child had natural cleaning products, recycling rubbish systems, reusable items over disposables, nurturing, family friendly work hours and recycled papers built into the business from the ground up. Every supplier and contractor is carefully chosen based on their own business models.

The Australian Organic Market Report 2010 released in August 2010 by the Biological Farmers of Australia, reveal that 91% of Australians say chemical-free produce is important to them, while more than six out of every 10 households now buy organic on occasion, up from 40% in 2008.

Figures show that the domestic organic market is experiencing a boom, with domestic retail sales growing by 50% in the past two years, from \$623 million to a healthy \$947 million. And in 2010, retail sales are expected to pass the \$1 billion mark.

We are poised for an era where organic and eco-friendly products are almost normalised, providing Nature's Child and other eco-friendly businesses with more traditional growth opportunities as they move from a niche business to a mainstream market acceptance.

SOLAR POWER your home



- accredited solar designers
- accredited solar installers
- grid connect solar power
- stand-alone solar power
- call us at (02) 6689 1430

RAINBOW POWER COMPANY LTD

www.rpc.com.au



30 years of IVF

This year Australia celebrated the 30th birthday of the first test tube baby born in Australia. Candice Reed was born in Melbourne on 23rd June, 1980 after her mother had successful IVF treatment with some of the Doctors and scientists that went on to form Monash IVF. The development of IVF technology was primarily to overcome the mechanical form of infertility when a woman's tubes are blocked. Few could have envisaged the techniques now available for all forms of infertility.

In the early 90's the biggest revolution for male infertility came out of Brussels in Belgium. This technique involves the injection of a single sperm into each egg under a microscope and is known as ICSI. Men with very low sperm counts or poor sperm quality could now use their own genetic material to conceive a child, rather than turn to the help of an anonymous donor. Male causes of infertility account for one third of couples deemed to be infertile.

Embryo freezing has been another major milestone. Monash IVF had the world's first frozen embryo baby in 1984. Although the technology has existed and been used successfully since the early 80's the success rate has only recently been comparable to fresh embryo treatment with the development of a technique called Vitrification. This snap freezing of embryos coincided with better ability to culture for longer in the laboratory and is especially successful for freezing day 5 embryos, called blastocysts.



Blastocyst culture has enabled scientists and clinicians to identify the embryos with best pregnancy potential so only a single embryo is needed to be transferred to the mother's uterus to achieve a pregnancy. In the past, with less knowledge about the embryos, up to 4 embryos may have been replaced and this lead to a high rate of multiple pregnancies. Whilst it may seem ideal for an infertile couple to become pregnant with a whole family at once, the reality is that these pregnancies are fraught with danger for both the mother and babies and should be avoided where possible.

And so where to from here? The major advances in the field of assisted reproduction are likely to come in the area of genetics and pre-pregnancy health. Couples who are not otherwise infertile, but carry a known genetic

disorder can use the IVF technology to screen embryos before they are implanted and so avoid passing on debilitating or life threatening genetic disorders to their children.

A lot of research is now being done on diet and overall health and it's link to infertility. Many couples can certainly improve their infertility with some lifestyle changes. Food intolerances and allergies can lead to poor nutrition and may affect fertility. Correction with the right advice may in turn, improve the chances of conceiving naturally or with IVF.

Monash IVF remains a world leader in improving success rates and developing new technologies to assist infertile couples.

For more information check out the Monash website at www.monashivf.com or for an appointment at Southport or Tweed Heads call (07) 5519 1600.



Where do babies come from?

The answer to this question isn't always as simple as it seems. Sometimes it takes more than one man and one woman to make a baby. It can take a team of experts. At Monash IVF, our experienced and dedicated team of specialists provide infertility treatments in a professional and personalised manner, so you'll have the best possible chance of becoming pregnant. And with our modern laboratory and a success rate that is unsurpassed, you won't have to leave your pregnancy to chance. Or the birds and the bees.

For further information, please contact
Monash IVF Gold Coast on (07) 5519 1600
or visit www.monashivf.com

