

# Newsbites March 2014

#### In this Issue:

- Science progresses..Brain Injury treated
- Efforts never go unrecognised. RMS awarded again
- Pamper Zone at Mother Care Forum for Mommies-to-be

## Science progresses... Brain Injury treated

Definition

As defined by the National Head Injury Foundation

"A traumatic insult to the brain capable of producing physical, intellectual, emotional, social and vocational changes." Types of Brain Injury



Traumatic brain injury, also known as TBI or intracranial injury, is generally the result of a sudden, violent blow or jolt to the head. The brain is launched into a collision course with the inside of the skull, resulting in possible bruising of the brain, tearing of nerve fibers and bleeding.

#### Keep in touch



babycell.

info@babycell.in



## 1800-209-0309

+91 22 6733 0300

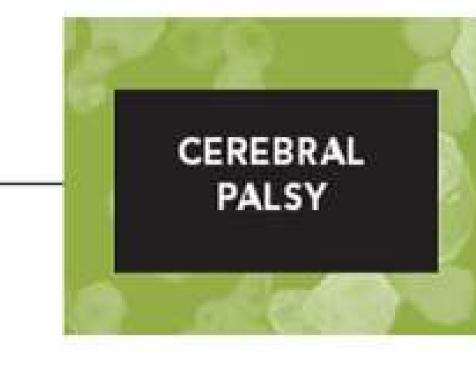


'Babycell' to 57333









STROKE

A stroke is a condition in which the brain cells suddenly die because of a lack of oxygen.

A stroke can be caused by an obstruction in the blood flow, or the rupture of an artery that feeds the brain.

#### Malignancy

- Disease-producing organisms
- Congenital disorders
- Birth trauma or degenerative process

Epidemiology As per NIMHANS (National Institute of Mer

The damage may be caused by

• External physical force

Toxic substance

Insufficient blood supply

As per NIMHANS (National Institute of Mental Health & Neuro Science), it is estimated that nearly 1 million people are injured, 200,000 people die and nearly 1 million require rehabilitation services every year in India.<sup>2</sup>

Symptoms

Causes

There are numerous symptoms of brain damage, whether traumatic or acquired. They fall into four major categories of brain damage:

Cognitive symptoms, Physical symptoms, Perceptual symptoms and Behavioral/emotional symptoms.

Diagnosis

Cerebral palsy is a term which encompasses a set of neurological conditions that cause physical disability in human development - they affect the brain and nervous system. It is frequently accompanied by loss of sensation and uncontrollable body movements or tremors.

X-Ray, CT Scan (CAT scan), MRI (magnetic resonance imaging), Angiogram, ICP Monitor: measures intracranial pressure, EEG (electroencephalograph): measures electrical activity in brain

Treatment

Initial Treatment involves evaluation. Patient's condition determines next level of treatment

Other treatments for brain injury include medication, psychotherapy, neuropsychological rehabilitation, surgery, or physical implants such as deep brain stimulation.

Umbilical Cord Blood stem cell transplant is one of the most effective treatments for Brain Injuries.

Out of three patients who used Umbilical Cord Blood Stem Cells, all of the three have shown improvements in daily activities. Unrelated Umbilical Cord Blood therapy combined with blood components were safe and suggested potential therapeutic efficacy for patients with traumatic brain injury.



### Efforts never go unrecognised. RMS awarded again





Happy Women's Day

## Gift Hamper worth ₹. 3000/-

This week we celebrate the strength of women in a positive spirit!

Register with us on 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup> March, 2014 to avail this offer. Product Innovations Award by Asian Confederation of Businesses & Stars of the Industry

## Satyen Sanghavi, CSO, RMS receiving the award

## Pamper Zone at Mother Care Forum for Mommies-to-be



Mother Care Forum got an overwhelming response in South Mumbai on 16<sup>th</sup> February 2014. The mommies and daddies were rapt with attention as our esteemed panel took them through the journey of parenthood. The highlight of the event was the Pamper Zone which had Jean Claude Biguine soothing their aching feet, Priceless Moments capturing their precious moments with the photo wall. Our trademark Belly Dance activity once again brought every mommy to sway their tummy. And that's not all, they all got surprise gifts from our partners - Palmers, Pigeon, Mother & Baby, First Impressions and Sia.