

ADD MORE JOY TO THE FESTIVAL OF LIGHTS

**Kali Pujo and Diwali.
A time to rejoice.
To celebrate.
To spread cheer.**

It's the time of the year when people bid their worries adieu and look on the happy side of life. Much anticipated, this time of the year is not just about festivities and having a good time. **It is about a generic sense of wellbeing and happiness.** A state of bliss that is akin to a breath of fresh air, rejuvenating and refreshing.

Indeed, happiness and joy is paramount at this time of the year with a general sense of gay abandon. Families get ready to spend quality time together, strengthening the bonds that tie them. As fireworks light up the sky, all darkness is dispelled and positivity reigns supreme. Children, in particular, enjoy this festival the most, dressing up in their festive finery and looking forward to bursting fireworks and crackers.

But this also underlines the strong desire of the as-yet childless couples to welcome a ray of sunshine into their lives. Seeing families enjoying themselves with their children makes them yearn to bring home their own bundle of joy and have a blast with them on Diwali.



Well, Genome is here to reassure them that their dream of having a child of their own is soon to become a reality.

Yes, there is hope for couples who are having trouble conceiving. **Genome is the one-stop Fertility Centre that makes it possible with 360 degree Assisted Reproductive Technologies for all fertility related issues.** This treatment is customised to patients' unique conditions and usually paired with more conventional therapies, such as fertility drugs, to increase success rates. With a **highly qualified team of dedicated Embryologists & Clinicians** specialized in Reproductive Medicine or trained in Reproductive



Medicine at Israel, Genome is all set to make your next Diwali an even brighter one with the inclusion of a new family member.

Choose from a plethora of treatment options at Genome to ensure success for childless couples. Amongst others, these include:

- Intrauterine Insemination (IUI): Also known as artificial insemination, this is often combined with hormone treatments to boost egg production.
- In Vitro Fertilization (IVF): Here, the ovaries are stimulated by a combination of fertility medications and then one or more oocyte(s) are aspirated from ovarian follicles which are fertilized in the laboratory ("in vitro").
- Intracytoplasmic Sperm Injection (ICSI): An in vitro fertilization procedure in which a single sperm is injected directly into an egg

So get ready to have **Genome light up your life** as you prepare to celebrate Diwali. Make it a time to remember and rejoice as you make the right choice to ensure that your family gets **blessed with a new member ...soon!**