

PERSPECTIVE: HEALTHCARE 2

## Brandspeak Med-ad Update

AN E-UPDATE BY BRANDCARE

## The Science of lab-grown organs: Noses, Vaginas now possible

Science today has latest discoveries and inventions, showing the power of science and capability to enhance the quality of life

Over the years, capability of growing the organs and successfully implanting them back into the people these cells were picked from; has radically developed. The Lancet covers two such stories. One portrays how teenage girls with a rare genetic disorder were devoid of vagina either completely or partially from birth, and were successfully implanted with lab-grown vaginas. The study performed at Wake Forest Bapist Medical Center, North Carolina, successfully generated fully-functional vaginas for teenage girls suffering from Mayer-Rokitansky-Kuster-Hauser

syndrome. Previous works and treatment techniques involved hygienic and functional deficiencies. However, the current study took tissue samples

from the girl's own genitalia that could be used to replicate complete organs.

Another study covered re-growing the nose tissue of aged people who lost their noses partially owing to skin cancer later in life. This research from the University of Basel, Switzerland used nose cartilage samples of old patients suffering from skin cancer. Growing these cartilage cells on a collagen membrane and shaping them as per the needs of the patients, implanted it back onto them finally.

The two studies present a ray of hope for the possibilities in future, growing missing organs or regeneration of some accidental mis-happening. Successful development and their usage by humans shows a new realm of medical advancement and a potential solution to such organ growth problems.



## 'Poor labeling and lack of education' to blame for energy drink misperceptions



Two contradictory studies have recently come to light. A study from Centers for Disease Control and Prevention brought to light that of the teenagers consuming energy drinks, 20% of them believe they are safe. While another study where a Professor from Iowa State University, presents how poor labeling and lack of education causes such "misperceptions".

Energy drinks that are associated with problems have caffeine as their main ingredient. One such drink might have roughly 500 mg of caffeine - an equivalent of roughly 5 cups of coffee. Other stimulants, that could possibly be present like, Ma huang and guarana could be harmful to death. Yet, consumption of such health drinks shows an overall increase among youth. A study also revealed that despite an overall decrease of caffeine consumption among children of 2 to 11 years of age between 1999

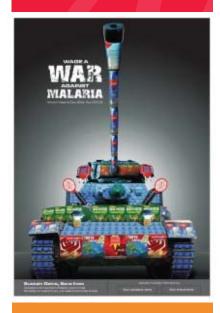
and 2010, more children have been found consuming caffeine from coffee and energy drinks.

Since caffeine and other such stimulants are not listed in the ingredients of these health drinks, parents and youngsters both, find it safe for consumption but but that's a convenient by pass that these manufacturers have found.

The manufacturers of these drugs rather include a warning on the supplement facts section. Approval from the Food and Drug Administration in this case is overcome and the product is marketed and sold accordingly.

Despite the FDA proposal on nutrition labeling on packaged food and drinks, they still don't need caffeine and other stimulants to be added. As per Ruth Litchfield, associate professor and associate chair of food science and human nutrition at Iowa State University, it is through better education and enhanced awareness among the youth that such misperceptions could be handled and their consumption better regulated.

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