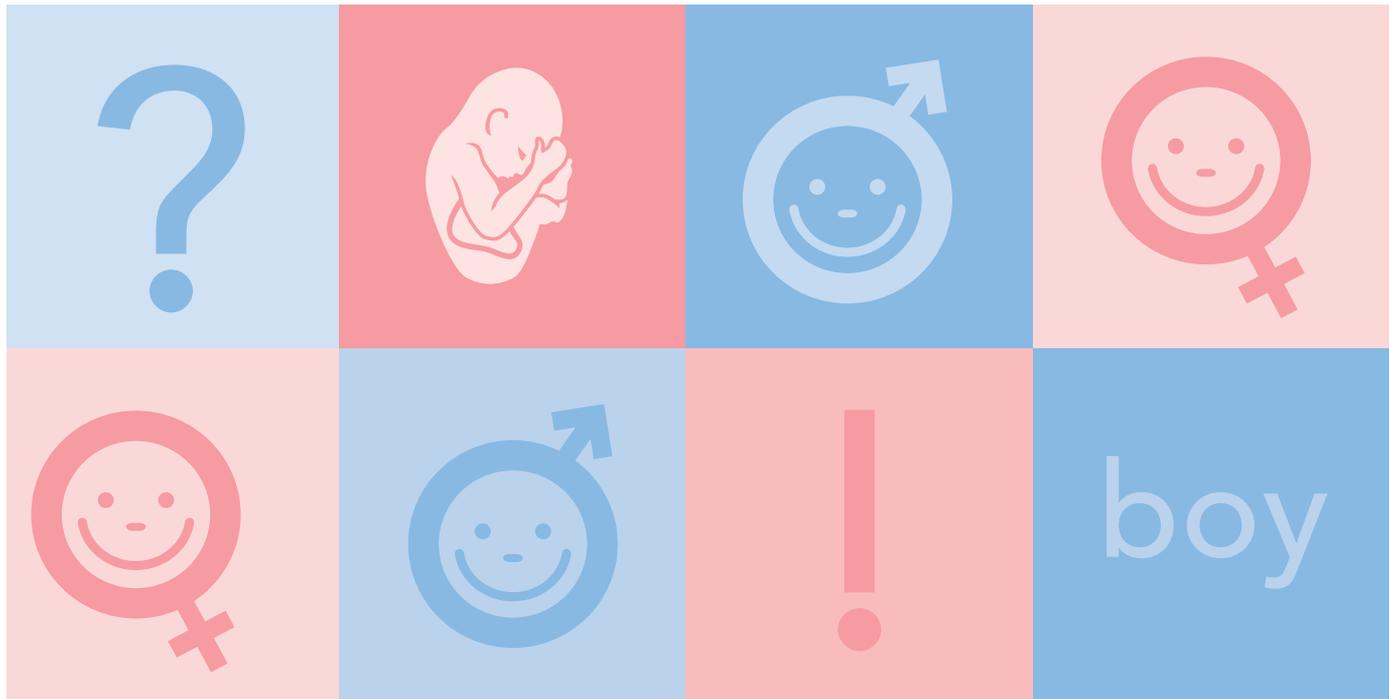


# Girl or Boy? Pink or Blue?



## Foetal Gender Identification now at just 8 weeks.

Using advanced molecular detection systems, Pink or Blue® determines gender by characterising minute quantities of foetal cellular material. The analysis is safe, accurate, non-invasive and requires only a small maternal blood sample.

Results are available within 4-5 days of collecting the sample.

011 268 0268

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**pink or blue?!**  
foetal gender identification

**DNALYSIS**  
BIOTECHNOLOGY

## Pink or blue after just eight weeks

Pregnant women now have an additional 8 weeks to plan their baby rooms after local molecular technology firm DNALysis Biotechnology licensed a foetal sexing test that has cut the time it takes to determine a baby's gender from 16 weeks to 8 weeks.

One of the most exciting outcomes of recent genetic research is the discovery that there is foetal DNA in an expectant mother's blood from as early as five weeks gestation all the way through to delivery of the child. According to Dr. Daniel Meyersfeld, PhD, "Our new *Pink or Blue*<sup>®</sup> test detects the sex of a baby by characterising minute quantities of this cellular material which is released into the maternal bloodstream as part of normal foetal development." The test is based on a method, developed in the early 1990's, for the rapid and sensitive amplification of specific regions of DNA molecules. This technique, known as Polymerase Chain Reaction (PCR), allows researchers to generate millions of copies of a specific DNA sequence, from a starting amount that would be otherwise undetectable. The *Pink or Blue*<sup>®</sup> test uses this technology to identify Y-chromosome fragments circulating in maternal bloodstream, the source of which could only be a male foetus.

Not only has the safe, accurate and non-invasive test helped minimise the anxiety experienced by many pregnant women eager to know the sex of their baby, but nurses are available to administer the test wherever convenient and the rapid turnaround time of 4 to 5 working days further eases what can be a stressful time in a women's life.

"It's becoming increasingly attractive and acceptable to know the gender of one's baby before birth because people understand that the pressures of modern life make planning ahead not only desirable but essential," said Dr. Meyersfeld.

According to Dr Haroun Rhemtula, an Obstetrician / Gynaecologist from Johannesburg, there is a further genetic reason for pregnant women to undergo the *Pink or Blue*<sup>®</sup> test. "For parents who are carriers of sex-linked disorders, such as muscular dystrophy, early gender identification is extremely valuable, and can be followed up timeously with procedures such as CVS (Chorionic Villus Sampling) if necessary. Confirmation of a diagnosis can allow termination, if necessary, at a much earlier stage."

Available from February 2009, the *Pink or Blue*<sup>®</sup> test from DNALysis Biotechnology is in excess of 95% accurate. "I am hopeful," says Dr. Meyersfeld, "that doctors will embrace this new technology, both as a means of confirming the gender in instances where a scan is inconclusive, or indeed as the primary method of detection in cases where a woman is anxious to know the gender from the 8<sup>th</sup> week of her pregnancy."

"In years gone by, there was a romantic element attached to a traditional pregnancy where most women preferred to wait until birth to find out their baby's gender. Unfortunately this saw the rise of superstition and dubious means of determining gender," added Dr. Meyersfeld.

The reasons pregnant women would want to know the sex of their baby before birth are varied and occasionally complex. For Kirsty Galliard of Parkhurst, knowing the gender of the expected new arrival had to do primarily with being able to plan ahead: "...eventually I realised that being able to plan ahead would eliminate much of the stress of childbirth. Once I knew it was going to be a girl, I could get all the practical things in order and concentrate on experiencing the joy of bringing a new life into the world," she concluded.

Currently, only the *Pink or Blue*<sup>®</sup> test at 8 weeks, CVS at 10 weeks, amniocentesis at 15 weeks or ultrasound at 16 weeks are reliable indicators of an unborn baby's gender. The advantage of the *Pink or Blue*<sup>®</sup> test is that not only is it available much sooner, but it is also usually more accurate than ultrasound, which depends largely on the position a baby is in at a particular time and the skill of the technician performing the procedure.

DNALysis Biotechnology was founded in 2007 with the aim of bringing state-of-the-art molecular technologies to the South African healthcare and wellness markets. The company's combined expertise encompasses the fields of Human Genetics, Gene Mapping and Molecular Biology. For further information, please contact Dr. Daniel Meyersfeld on (011) 268 0268 or [info@dnalysis.co.za](mailto:info@dnalysis.co.za).

Alternatively, please see [www.pinkorblue.co.za](http://www.pinkorblue.co.za) for more information.