

On Mother's Day, a Gift of Life

British Biologicals salutes motherhood with this endearing story of a young mother's fortitude and stoic to give her child a normal childhood

Ambika an unassuming mother of 18 month old Srinivasa, dotes on her only child. Losing two children to epilepsy, both in the first few years of their life, has been traumatic for her. Ambika conceived her third child after she was assured that she would not lose another child to epilepsy. Baby Srinivasa was born in 2011.

Between sleep and seizures

Ambika had lost her children to Refractory Epilepsy. When she found that her third born son was also epileptic from the 25 day of his birth, at the early age of 5 months, the seizures set in with a frequency of 15 to 24 times a day. Little Srinivasa was either sleeping, or when awake was in the clutches of convulsions.

The little child was on multitude of medications, sometimes as many as 15 anti-epileptic drugs. He was admitted to a hospital in Davangere and remained there for 6 months. Despite treatment, his seizures could not be controlled. Like other babies his age, he had no normal growth progress.

Ketogenic diet to control fits

The distraught parents consulted paediatric neurologist, Dr. Vykunta

Raju at the Indira Gandhi Institute of Child Health, Bangalore. Dr Raju prescribed the option of 'ketogenic diet' to control the fits. A ketogenic diet involves precise amounts of fatty food to be given at each



A small seed of faith : 18 month old Srinivasa with his mother Ambika and consulting Paediatric Neurologist Dr. Vykunta Raju.

meal with hardly any sugar. Even little Srinivasa's tooth paste and the medications prescribed for his epilepsy had to be sugar free.

"Srinivasa is a typical case of Refractory Epilepsy, which is Glucose Transporter type 1 deficiency. The 12 month old child had infantile spasms since 5 months of age, which were not

responding to any combination of epileptic drugs," says Dr Raju, whose decision it was to put him on a Ketogenic Diet.

Dramatic results

After some baseline blood and urine investigations, the child was given only a calculated amount of fatty food on the first day. Once ketones appeared in the urine, the portions of the ketogenic diet were gradually increased over 3 days. On the 3rd day of the diet, seizures declined markedly. Two weeks later, the seizures stopped completely.

Several epilepsy drugs that were given to him alongside the diet have now been reduced and gradually they could be stopped. His development accelerated and he is now more interactive and social than before. Today, Srinivasa, at 18 months, responds to his name, holds his head, makes limb movements and shows emotions like happiness and anger. When he cries, his mother is only too happy to hear the voice of her baby who was living a life between sleep and seizures.

On hope and a prayer

Ambika's son is not alone in this league of success stories. Thousands of people suffering from seemingly chronic form of epilepsy have pulled themselves back from the brink and are able to see the light. The treatment to the rescue was the Ketogenic Diet, available since the Vedic times, which was rediscovered in the early part of the 20th century. It was revived by Dr. H Keith from the Mayo Clinic and Dr Freeman from the John Hopkins Hospital. Since then, several centres all over the world have started using it.

This Mother's Day, as the world gets busy with celebrating motherhood, there is one mother who is quietly looking skyward with a small prayer on her lips, thanking God for giving her child back to her.

British Biologicals - India's first company to manufacture Ketogenic Diet product

This Bangalore based nutraceutical company believes in making life better for all

Procuring and managing a proper ketogenic diet is a daunting task for both parents as well as the nutritionists. Moreover, unavailability of this product in the Indian market and the sheer cost of importing it from abroad, has in the past hindered the accessibility and its benefits to the patients.

Bangalore-headquartered British Biologicals is India's first and the world's third company to manufacture the ketogenic product that holds abundant hope for epileptic patients. The product is being made available by British Biologicals at much affordable price. This has not only made the treatment accessible, but

also affordable to children like Srinivasa, who have had a second lease of life - thanks to the revival of the Ketogenic Diet.

As a Corporate Social Responsibility



BRINGING HOPE TO SUCH MOTHERS WAS OF PARAMOUNT IMPORTANCE TO US AT BRITISH BIOLOGICALS. WE HOPE THAT THIS MOTHER'S DAY IS VERY SPECIAL TO MANY MOTHERS LIKE AMBIKA.

V. S. REDDY
MANAGING DIRECTOR, BRITISH BIOLOGICALS

initiative, British Biologicals also offers free services of nutritionists

and dieticians to all doctors and hospitals treating intractable epilepsy through ketogenic diet. Hence tackling the issue at the grass root level meant

'Of Pink Frocks and Satin Ribbons'

Free health camps, counselling by doctors, and educating the girl child are some of the path breaking social initiatives successfully spearheaded by British Biologicals

India might be progressing globally, but when it comes to protecting its own daughters, the country shows no mercy towards them.

Mr. V.S. Reddy rightly says, "While we are heading towards a generation where small/nuclear families are preferred. It is at the cost of the girl child who is 'given up' to make way for a male child. At British Biologicals, we felt that we could go a long way in bringing about the change."

Commenting on British Biologicals' efforts in this direction, he says, "Our field force interacts with over 2 lakh doctors in India every month. With such a strong base to rely on, we began a campaign called "We Pledge" which asks the doctors to pledge their support. This, in fact, goes to the heart of the problem by ensuring that doctors willingly join hands in refusing to determine the sex of the foetus. An effort such as this nips the menace in the bud."

'Be the change'

What is encouraging is that the company has seen overwhelming response from doctors. Communication against sex-determination tests has been formalized and framed in the clinics of 9,000 doctors across India. This is probably the only effort of its kind, which has been made by a company, backed by the willing support of doctors themselves.

The team hopes to see a day when a natural balance is restored in the female: male ratio of this country.

British Biologicals is also making other efforts in this direction. Observes Mr. Reddy, "We believe in the philosophy 'If you want the world around you to change, be the change yourself'."

Giving back to society

British Biologicals has taken its Corporate Social Responsibility to another level. The company is associated with Mumbai based NGO "Nanhi Kali" which was initiated in 1996 by the K. C. Mahindra Education Trust with the aim of providing primary education to underprivileged girl children in India. This association has helped in giving a momentum to the efforts of the NGO. At the brand level, Kids Pro and PRO-PL, are engaged in this activity. With every prescription of Kids Pro and PRO-PL, the company donates a part of the proceeds towards the Nanhi Kali initiative.

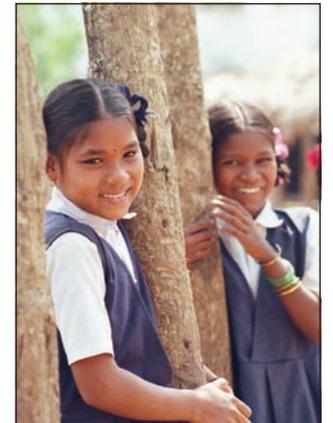
"Through this social initiative, we are taking over the responsibility of educating the girl child for at least 10 years. Giving back to the society has never felt more enriching," concludes Mr. Reddy.

Free ante-natal camps

Corporate Social Responsibility for British Biologicals does not end with the girl child. The company views this from a holistic approach. Pregnant women who have poor access to healthcare are also the beneficiaries of Ante-Natal camps. Every month, under the guidance of medical professionals, special ante-natal camps are held in-clinics, across India. The implementation of these camps is through trained dieticians and nutritionists. Regular diet counselling is given free of cost, at the doctors' clinic. Recipe booklets have been distributed, which contain easy-to-prepare dishes rich in iron, calcium and essential

proteins.

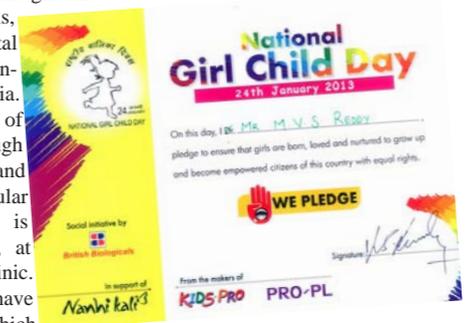
Says a proud Mr. V S Reddy, "On an average, 130 camps per month are held pan India covering 2500



Kids supported by Nanhi Kali initiative

women. Educating the mother on healthy nutrition is equivalent to equipping her to take care of generations to come." A problem again addressed at the grass root level!

Educating the rural women on a healthy motherhood in the backward districts of India has helped bring about a radical change in the



way pregnancy nutrition is viewed in these parts of the country.


British Biologicals
The Protein People
A Global Nutraceutical Company

For More Information
1800-425-37373
www.britishbiologicals.com



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Healthy Baby**

Consult your doctor/gynaecologist for more details on Pro-PL.

If you have difficulty locating a doctor/gynaecologist near you, call the toll free number **1800-425-37373** or mail us at propl@britishbiologicals.com

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