




celebrity showdown

Fertility has some new faces. These three national organizations have chosen celebrity spokespeople to raise public awareness of fertility issues.

who they are	who they represent	their story
<p>Brooke Shields</p> 	<p>Fertility LifeLines, a free and confidential education and support service</p>	<p>When Brooke Shields and her husband, Chris Henchy, married in 2001, they knew they wanted children. But after trying naturally with no success, they turned to in vitro fertilization (IVF). It took seven attempts before Brooke was able to get pregnant and have daughter, Rowan. (And, of course, she chronicled her battles with postpartum depression in her recent book.) Shields urges women who are dealing with fertility issues to take action, get information, and seek medical help.</p>
<p>Brenda Strong</p> 	<p>The American Fertility Association, a patient advocacy organization</p>	<p>You may not know this actress' face—yet—but you probably know her voice. Brenda Strong is the narrator on ABC's hit television show, "Desperate Housewives." In real life, Strong wrestled with her own fertility problems, and turned to yoga to manage the stress brought on by her diagnosis. She produced and starred in "Yoga 4 Fertility," and plans to use her platform with the AFA to educate infertile couples on how they can re-connect with their bodies and increase self-esteem.</p>
<p>Cindy Margolis</p> 	<p>RESOLVE, the National Infertility Association, providing education, advocacy and support</p>	<p>Actress/model Cindy Margolis, best known for her title as "the web's most downloaded woman," is gaining recognition now for a new role: helping to raise the public's awareness of fertility issues. Margolis and her husband, restaurant owner Guy Starkman, were unable to conceive naturally, even though their fertility test results were normal. After IVF was also unsuccessful, the couple turned to surrogacy, and are now the proud parents of a son and twin daughters.</p>

when less is more: mini-ivf

The trend in IVF (in vitro fertilization) is to implant as few embryos as possible—and ideally just a single embryo—to avoid the higher risks of multiple pregnancy. Since that's the case, some doctors are questioning whether it's still necessary to stimulate a woman's ovaries with powerful hormones that help produce large numbers of eggs. . .but carry large numbers of side effects, too. A fertility clinic in New York City is pioneering a procedure called minimal-stimulation IVF (also known as MS-IVF or mini-IVF) that relies only on the oral drug Clomid, and involves no injections at all.

John Zhang, M.D., Ph.D., and Sherman Silber, M.D., at the New Hope Fertility Center are using a woman's natural cycle, rather than suppressing it as in most IVF procedures. The result is ovulation induction with fewer drugs. Women not only suffer less discomfort, but they save money (mostly on fertility drugs), too. For more information, visit www.newhopefertility.com.

try a new position

Experts don't know for sure whether conception is helped by a woman elevating her hips after sex so that sperm can collect around the cervix, but it does seem to make sense (and certainly couldn't hurt). The problem is that achieving the right position—and then holding it—isn't exactly comfortable. And it's not what most women want to be worrying about right after they've had sex.

A new product—the Conception Curve Positioning Pillow—makes it easy for women to keep their hips, legs, and buttocks elevated and still rest comfortably. "It simulates what I do in my office after a woman has undergone an artificial insemination," says Christopher D. Williams, M.D., author of *The Fastest Way to Get Pregnant Naturally* (Hyperion, 2001) and a fan of the pillow. "I normally raise the hips and allow women to rest for 20 minutes in that position."

The Conception Curve Positioning Pillow is made of polyurethane foam and provides support for women of all shapes and sizes.

The soft cover has a water-resistant backing so it can be wiped clean. The pillow, which costs \$54.95 (plus shipping and handling) can be ordered at www.conceptioncurve.com, or by calling 1-201-463-7208.



The Conception Curve Positioning Pillow

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