

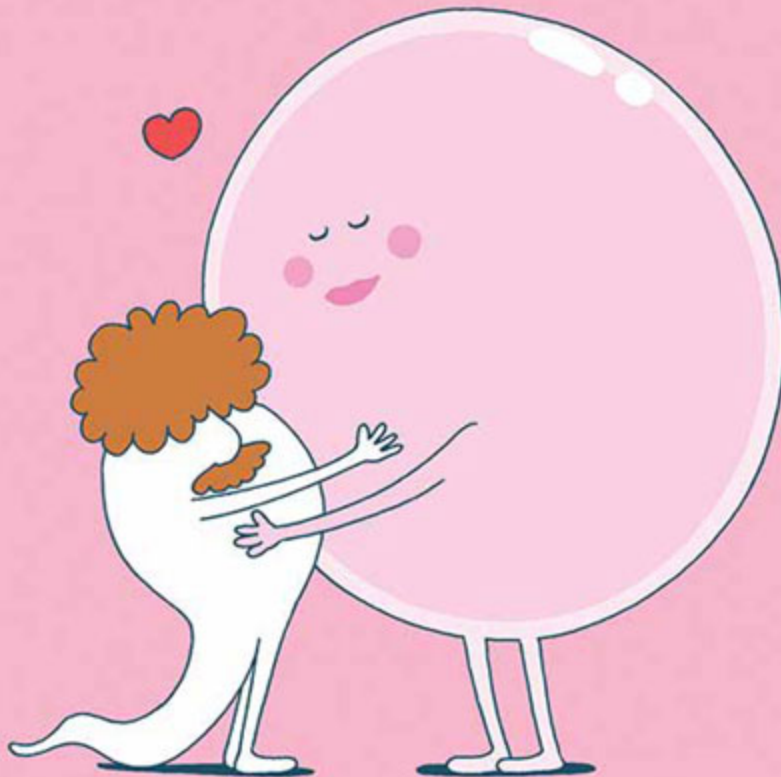
# BETTER YOUR BABY MAKING ODDS



 Genea

WHERE BABIES COME FROM

MAKING  
THE MAGIC  
HAPPEN



# HI, WE'RE GENEVA, AUSTRALIA'S WORLD-LEADING IVF AND FERTILITY CLINIC

For years, the story of where babies come from has been the same, man loves a woman and they naturally conceive. But the truth is, there are many combinations and journeys that result in the same wonderful (sometimes tantrum throwing) outcome. One of those journeys is IVF. And, with over 35 years of IVF experience, Geneva is Australia's leading IVF clinic. We care about every person and are as committed to making a baby as you are.



## DID YOU KNOW?

8 out of 10 people who started their fertility journeys elsewhere wish they came to Geneva first.\*

\* Of those patients who responded to the Geneva patient survey conducted between 1 January 2017 and 31 December 2017 (223 patients).

## IVF TECH OFFERED NOWHERE ELSE IN AUSTRALIA

It's important to know that IVF clinics aren't created equally. Our expert team and success rates aren't the only things that set us apart from the rest. It's also our technology. The best tech gives you the best chance of getting pregnant and we've got it. In fact, not to brag, but we invented it. Genea's world-leading science and technology has played a big part in bringing over 1,000,000 babies into the world, and the only place you'll find it in Australia is at our clinics.



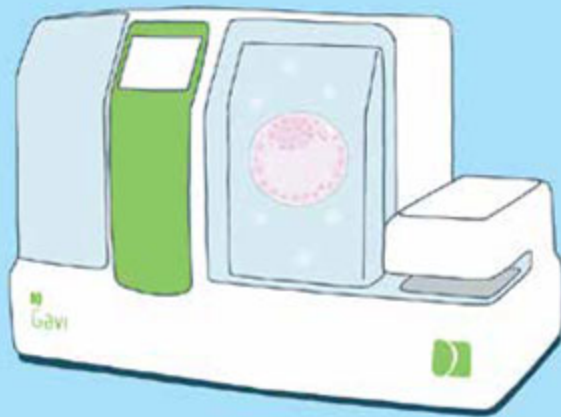
### MEET GERI®

Once the egg has been fertilised by the sperm and both of the horny little things have cooled off, they get put into the Geri Incubator System. Designed and developed by Genea, Geri® is closer than ever to mimicking the undisturbed, natural environment of a woman's body. It has a time lapse camera that means our scientists can monitor embryos without opening the incubator and disturbing them. And the embryos absolutely love it. The Geri® incubation system has seen an increase of 47% in the number of high grade embryos per cycle\* and a 24% better chance at pregnancy compared to traditional systems.\*\*

Two big baby ticks.

\* When compared to the traditional incubator and culture medium system. Study performed at Genea's flagship Kent Street, Sydney CBD laboratory. Data presented at Fertility Society of Australia Conference, October 2017, Adelaide.

\*\* Foetal heart pregnancies. Study performed in Genea's Canberra laboratory, 2015-2018.



## GO GAVI®!

To freeze eggs and embryos, we use the world's first automated vitrification instrument - Gavi®. Handling, timing and temperature can all affect eggs and embryos as they're getting frozen. Traditionally, this process was done by hand (a very, very steady hand) but Gavi® automates key stages. This ensures eggs and embryos are frozen instantly, and consistently at minus 196 degrees celcius minimising the chances of environmental or human impact. Once frozen your eggs or embryos are stored safe and sound in their own Gavi® pods until needed.

**GERI® + GAVI®  
= BABY**



To find out more about our technology or  
who will be with you on your IVF journey,  
book a consultation today at [genea.com.au](https://www.genea.com.au)

The information in this brochure does not replace medical advice. Medical and scientific information from Genea may or may not be relevant to your own circumstances and should always be discussed with your own doctor before you act on it.

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