

NEW TECHNOLOGY TO COMBAT ACIDITY



Dr Vipulroy Rathod with hands-on-trainees

International faculty with hands-on-trainees on animate models

DIGESTIVE problems are on the rise due to urban lifestyles and increasing work pressures. Gas, acidity, bloating, constipation and indigestion are some common symptoms almost everyone suffers from and treats with over the counter medication. However, what we don't know is that, indiscriminate use of such medicines can lead to severe nutritional side effects such as vitamin B12 and D3 deficiencies apart from nutritional mismanagement. And acidity, if left undiagnosed and untreated properly, can lead to cancer at the junction of food pipe and stomach.

In times like these it is very important to create awareness for both patients and doctors alike on timely and accurate diagnosis of such gastric problems. And so, on May 29th 2017, World Digestive Day, WGI - World Gastroenterology Institute (western India's largest standalone digestive disease hospital) conducted an International Advanced Endoscopy Conference and a focused hands-on-training for Gastroenterologists from across the globe. Under the guidance of top world gastro experts, the delegate

doctors were sensitized to major breakthroughs in the field of Advanced Digestive Endoscopy. They were trained to diagnose and treat an array of digestive diseases such as, cancers of food pipe, stomach, colon, pancreas and biliary system.

A new endoscopic treatment called STRETTA was launched at WGI for the first time in the whole of western India. STRETTA treats a common reflux related disease called GERD. This innovative technique tightens the junction of food pipe and stomach, which prevents acid reflux and the need for prolonged medication. This procedure is extremely useful in young patients who have acid reflux problems as it saves them the inconvenience of taking long courses of medication. In turn it also prevents medicine related side effects.

Advancement in endoscopic procedures has ushered in an era of scar-free surgery for digestive problems. Due to the day care nature of these procedures, the patient can return to work within a couple of days and it cuts down the human work hour loss to the patient as well as organizations. Endoscopy also

allows treatment for patients suffering from jaundice, gall bladder stones, pancreatitis and related complications. These procedures are safe and painless and can also be done for children and infants. With the advancement in technology and techniques, we can now avoid the need for surgery in a vast majority of patients suffering from digestive problems (including cancers of the digestive system). World Gastroenterology Institute (WGI) is one such leading center in our very backyard, that holds a record for resecting an esophageal tumor measuring 8cm x 2.5cm - the largest in the world to ever be resected without surgical intervention. Headed by internationally renowned pioneer, Dr. Vipulroy Rathod, WGI is committed to deliver the most minimally invasive treatment that the world has to offer for all your digestive problems.

World Gastroenterology Institute
Amboli Naka Signal,
Andheri West
022-61098888/
+91-9820091763
Toll free no. : 1800 267 0141
www.wgi.ooo

Subway® introduces flatbread

SUBWAY® India has come up with Flatbread as an alternative bread carrier for any of its existing sandwiches. Along with its signature freshly baked white and brown breads, guests now have the option of converting their submarine sandwiches (subs), using the new bread carrier across all of the brand's restaurants in the country that the brand's deft sandwich artists create right before them.

"We love to create new tastes. It could be by tweaking our old favourites or experiencing something completely new. One can transform an existing favourite sub to a brand new sandwich. Not only does

Flatbread taste light, it also enhances the flavour of the sandwiches" said Mr Sanjiv Pandey, Marketing Manager, South Asia, SUBWAY®.

The new menu is being promoted through a 360 degree marketing campaign comprising in-store collaterals, television commercial, print advertisements, radio spots, out of home billboards, digital and social mediums.

About SUBWAY® Restaurants

Customers in 112 countries have easy access to a fresh line-up of vegetables for their made-to-order sandwiches and salads at any of the more than 44,000 franchised locations. The company, found-

ed 50- years-ago by then-17-year-old Fred DeLuca and family-friend Dr. Peter Buck, is still a family-owned business with thousands of dedicated franchisees/entrepreneurs in neighbourhoods around the world, providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information. This has been a priority for the SUBWAY® chain for many years.

For more information about the SUBWAY® chain, visit www.subway.co.in
Find us on Facebook India: <https://www.facebook.com/SubwayIndia>
SUBWAY® is a registered trademark of Doctor's Associates Inc.

Skin care for monsoons!

Rainy season is liked by everyone. It makes one feel cool and happy, especially after a treacherous summer. But your skin may not be as receptive as you towards the wet and humid climate. It may need extra care in the monsoons. Dr. Sneh Thadani tells you how...

THE wet and humid weather that one experiences in monsoons is known for aggravating skin problems such as dermatitis, urticaria, ringworm and eczema. If you or your children have sensitive, problem skin, take these precautionary and care tips to reduce the chances of skin flare-ups.

Monsoon is the time where your skin behaves a little strange and is often unstable; suddenly it may get oily or become dry and dehydrated. Hence it is necessary that you take care of your skin during this season in order to look fresh and beautiful

Dry skin type

Undoubtedly dryness is a result of lack of vitamins that helps in repairing dry and damaged skin. It also means that the skin isn't properly hydrated as a result of which it looks and feel dry. And to top it all, the condition becomes worse during the monsoon. Now how do you combat this condition of your skin? Follow these easy tips:

1. Drink as much water as you can. Do not stop drinking water even if it leads to frequent urination. Water consumption hydrates your body and flushes out all the unwanted toxins.
2. Use cleansers that are clean based-cleansers for sensitive skin, ph balanced face cleanser, moisturising face cleansers etc.
3. Moisturize your skin frequently. This will help in keeping the outer layer of your skin properly hydrated, thereby leaving it with a soft, supple and moist look.
4. For dry and sensitive skin, used oat based moisturizer-it reduces the irritability of a sensitive skin and restores the much needed barrier in order to fight infections
5. You may also use rose water and glycerin to keep your skin healthy
6. Keep away from alcohol based toners.

Oily skin type

The main reason behind having oily skin is hormonal changes that are genetically determined. There is nothing

much one can do to change skin condition permanently. However little changes in the way you take care of your skin will bring about a slow and gradual change in the way it feels and looks. Follow these easy tips to keep your skin in good condition:

1. Wash your face almost 2-3 times a day to get rid of the excess oil from your face. Do not over-do it as too much of washing leads to excess oil production and irritable skin.
2. It is a myth that oily skin does not need moisturizers. But I feel that gel based moisturizers are a good option to hydrate your skin without making it oily or clogging pores
3. Stay away from using heavy cleansing products.

Combination skin type

As it is a combination of oily and dry skin, such skin types should be taken extra care. The dry part of it should be cleansed and moisturized regularly and the oily part of it should be cleaned and toned thoroughly.

Be it any skin type there are few tips that needs to be followed religiously to keep it in a healthy condition, these include:

1. As mentioned earlier, drinks loads of water. This is one of the best and the cheapest way to attain good, healthy and flawless skin, irrespective of the season. Try to drink at least 8-10 glasses of water every-day and you would

definitely notice a drastic change within 2-3 months.

2. Wash your face at least 2-3 times daily with a suitable cleanser.
3. Just dab dry the face and don't rub it with a towel. This will make the skin look rough and dry.
4. Moisturize the skin regularly.
5. Always use a sunscreen-one thinks that we need to use sunscreen only in summers, but the fact is that we need sunscreens all-round the year and even when one is indoors.

Please visit :
www.skinsoul.in
Connect with us
022 2 7658788
9619452648
contact@skinsoul.in

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