

CLIENT: **Maybe Baby**
 PUBLICATION: **Good Medicine**
 DATE PUBLISHED: **April 2006**
 CIRCULATION: **66,101**
 READERSHIP: **273,000**



CYBER SOCIAL

● Do you think that only the lonely choose to use the Net? Well, it seems that the cyberworld actually expands people's social networks.

● A recent US study – *The Strength of Internet Ties* – suggests the Internet helps people maintain their friendships and communities.

● The researchers, who used telephone surveys, found that the more people see each other and talk on the phone, the more they use the Internet.

31% said it increased their significant ties
30% said it increased their casual acquaintances
28% said it increased their core ties

● Comments researcher John Horrigan: "There's a certain seamlessness of how people maintain their social networks. They shift between face-to-face, phone and Internet quite easily."

SOURCE: THE PEW INTERNET AND AMERICAN LIFE PROJECT




The time is right ...


■ Having trouble getting pregnant? And having even more trouble working out when you ovulate? ...

There's a simple answer now on the market: a mini microscope, called Maybe Baby, allows you to take an accurate fertility test anytime, just using your saliva.

How? You simply place a small amount of your saliva on the lens, allow it to dry and look through the viewfinder.

What does it tell you?

 When oestrogen levels are low (a non-fertile phase) dried saliva reveals a pattern of pebbles or dots.

 During ovulation (oestrogen levels are high) dried saliva crystallises and forms a distinctive fern pattern.

How can it help?

You can tell the best time to conceive as this saliva test warns you two to three days prior to ovulation.

referrals



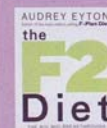
Never Too Late: 10 Tips To Change Your Life by Lowell Sheppard (Monarch Books, \$18.95)

What it's about:

Sheppard gives 10 life-changing tips to help you reinvent yourself. Why? The idea being that it's never too late to follow your dreams.

Who it's for: Anyone who feels they've missed the boat and who still believes there's gold at the end of the rainbow.

Best point: The practical strategies that inspire even the most ardent pessimist. Plus, the case history of Jud.



The F2 Diet by Audrey Eyton (Bantam Press, \$35)

What it's about: In this sequel to *The F-Plan Diet*, Eyton presents the F2

Diet – a detailed, 'new and improved' way of achieving fast and effective weight loss and a lifetime of good health.

Who it's for: Those needing a sensible way to lose weight and wanting to improve their health and wellbeing.

Best point: A definitive weight-loss guide with an easy-to-follow eating plan, backed up by scientific facts, loads of helpful tips and healthy recipes.



Your Child's Health by Professor Frank Oberklaid and Dr Leah Kaminsky (Hardie Grant Books, \$35)

What it's about: A comprehensive medical

guide to pregnancy, child development and behaviour. There's a handy A to Z of medical symptoms and treatments.

Who it's for: Australian parents who need accurate and current information on children's health.

Best point: A practical, 'one-stop' manual, providing clear and professional medical information and advice.