



THE essential fertility GUIDE



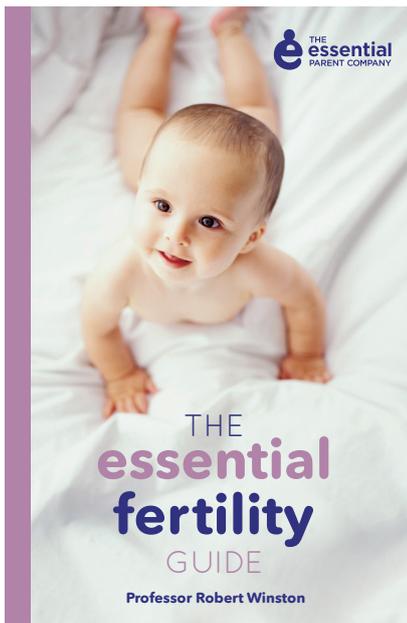
by Professor Robert Winston

Published by Quadrille, 10 September, £10

"I feel like weeping when I see people going through four or five IVF cycles without success – when all that was needed for them to become pregnant naturally was a simple day procedure".

"I have written this book in an attempt to help people to ask their doctors the right questions."

Professor Winston



For many people conceiving a baby is easy. For others, the difficulty or inability to conceive can cause anguish and heartache. When fertility is challenged there are always many questions but where do you turn to for reliable answers? In his new book, **THE ESSENTIAL FERTILITY GUIDE**, Professor Winston, one of the founding fathers of IVF, and a world-renowned expert on fertility, provides prospective parents with unbiased and independent advice and guidelines.

From understanding infertility, and its causes, to the different treatments and support available, Professor Winston offers the most up-to-date and scientifically proven information. Each chapter is structured around the most common problems faced by women and men, and includes information on ways to improve chances of getting pregnant naturally, and the pros and cons of the various treatments on offer.

Prof. Winston explains why he believes IVF is used far too often before other, usually cheaper and less stressful options, are fully

explored, and that over half of those referred to IVF clinics may be treated by alternatives. He admits that some doctors in the NHS do not take infertility seriously enough, and that patients are too swiftly shunted into the private sector where IVF has become dominated by a highly profitable industry.

One of the key chapters in the book is called Taking Control of your Treatment, and here Prof. Winston aims to arm prospective parents with the knowledge they need to make the right decisions for their particular situation, from how to choose a clinic to whether to try IVF again.

THE ESSENTIAL FERTILITY GUIDE is one of a series of new reference books published in association with The Essential Parent Company, the others being: **THE ESSENTIAL PREGNANCY AND BIRTH GUIDE**, and **THE ESSENTIAL BABY CARE GUIDE**, both edited by Dr Rebecca Chicot and Diana Hill, with forewords by Professor Winston. With tips, lists of do's and don'ts, and case studies, the books provide expert answers to the most frequently asked questions from parents-to-be and new parents.

About the Authors

Professor Robert Winston is Emeritus Professor of Fertility Studies at Imperial College. He speaks regularly in the House of Lords on education, medicine, science and the arts. He has presented many BBC television programmes including *Child of Our Time* and *The Human Body*. He is a father of three, grandfather of five, and Chairman of the Genesis Research Trust. www.genesisresearchtrust.co.uk

Dr Rebecca Chicot and **Diana Hill** are founders of The Essential Parent Company. In 2012, alongside the Royal College of Paediatrics and Child Health, UNICEF, the St John Ambulance, the Meningitis Research Foundation and many other expert groups, they produced a series of expert-led demonstration videos, set of four DVDs, *The Essential Baby Care Guide*, advised and narrated by Professor Winston. www.essentialparent.com

For further information please contact Jane Beaton at Kew Publicity on 07802 433471, email: jane@kewpublicity.co.uk, or Joseph Tyrrell at Quadrille on 0207 601 7500, email joseph.tyrrell@quadrille.co.uk.