

# DIANA HAYDEN DELIVERS BABY GIRL CONCEIVED FROM FROZEN EGG

## CHALLENGE

- In a conservative society, breaking through the social stigma associated with new age fertilization by giving the Indian woman the freedom to opt for this process, enabling her to live without the fear of her social & biological clock ticking

## OBJECTIVE

- To create a change by breaking through the social stigma in which the new age sterilization process is accepted as a motherhood option for the Indian woman

## CREATIVE SOLUTION

- The idea was to utilize Diana Hayden's experience as a vehicle to convey the benefits of new age fertilization process which is spearheaded by Dr. Hrishikesh Pai and Dr. Nandita Palshetkar in our country.

## THE RESULT

- Garnered media exposures across 152 publications, achieving a whopping Media valuation of approximately INR 25 crore
- Garnered a total of 2,450,166 impressions and reaching a total of 2,120,581 accounts across the social media universe

**TREND**

### A SEASON FOR MOTHERHOOD

DIANA HAYDEN HOPES TO INSPIRE MORE WOMEN TO FREEZE THEIR EGGS AND GIVE THEMSELVES THE CHOICE OF LIVING LIFE ON THEIR OWN TERMS

By MOENNA HALIM



Diana Hayden with her baby girl

**D**iana Hayden walks into the doctor's clinic, brimming with happiness. Arya, her four-week-old baby girl, swaddled in a pink and grey wrap, is nestled comfortably in her arms. Both mother and daughter are pink-cheeked with excitement. Eight years ago, a medical procedure brought the actress a much-needed sense of relief and freedom from the pressures of a ticking biological clock. Today, it has offered the 42-year-old a new, unshakable chance at motherhood. "I only feel like I have still gotten the smooth, right-hand feel," Hayden, always shy away from talking about personal life, she has decided to share the intimate details of her story in the hope that she can inspire other young women.

**THE BACK-UP PLAN**  
At a time when life was known about the process of freezing eggs and when several doctors, not knowing enough about the technology, were not engaging to her, liberal views. Hayden underwent a procedure to have 10 of her eggs frozen through the traditional technique. "It was a conscious trade and I happened to

**So, what were your feelings when you first got to know you were pregnant?**  
Obviously I was happy, but it felt crazy for the first few days. The phase was good, had and worse—pregnancy is different for everybody. You know, Arya was growing very fast, the doctors were wondering if I could even complete the whole nine months. Like Collin, who is 47, well, Arya came out as a big baby, weighing 3.5 kg.

**Who chose the name Arya?**  
I was 42 when I heard about egg freezing for the first time. I researched a lot about it. Through a very close friend of mine, I met doctors in Mumbai who specialise in egg freezing. I understood everything I needed to, fact of it, I got my eggs frozen. Coming back to what made me freeze my eggs, well, with Arya, which means sobriety and

**I just loved it. Plus, it's a very strong name with Indian roots. And like I said, Arya had already taken after my husband; she has a very strong personality. Even when she was inside my womb, she would kick, roll around and I could feel her all the time.**

**Tell us about the decision to freeze your eggs—how did it come about?**  
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**Recalling a mother at 42 must feel great...**  
Yes, I feel like I'm on top of the world. My husband Collin and my family members are over the moon too. In fact, Collin couldn't stop staring at Arya—that's what we have named her—for the first two days. I was like, 'You'll have pain in your spine' (laughs). But Arya is so adorable and calm that I totally understand his feelings.

**What seems to be glowing...**  
(Laughs) That's because I'm healthy fit and fine, and the pregnancy weight is all gone. While I was pregnant, I was very careful of what I was eating. I took a lot of multivitamins and at hospital. And the whole thing when you're pregnant, about waiting for two to a month, just baby, a lot of your size when in your womb, so yes, you need to eat 30 per cent extra, but not double for sure, not like there's no concern. After the baby is born, you'll still have yourself to deal with.

**Right now, I'm enjoying motherhood and don't want to take any more work for at least a month. I've not even hired a nanny. I'm doing all the work for my daughter on my own. Right from her changing her nappies, to bathing and feeding her. And I'm enjoying it.**

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**THIS LITTLE MISS IS NOW HER WORLD!**

Diana Hayden spills the beans on what it's like to be mommy

**GAIN WITHOUT PAIN**

All that you needed to know about epidurals

**13 BABY MONITORS TO KEEP WATCH**

CHOOSING THE RIGHT CHILDCARE

**5 PROFESSIONAL MOMMIES TALK ABOUT HOW THEY FOUND THE BALANCE**

**Working mums special**

## Collin came p with the name Arya

Former Miss World Diana Hayden, who gave birth to a baby girl at 42, thanks to her eggs which she had 'frozen' eight years ago, shares her excitement with us. Excerpts...

By [Elina.May@timesgroup.com](mailto:Elina.May@timesgroup.com)

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7:49

**DIANA, A MOTHER WITH FORESIGHT**

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## world in her arms

Former Miss World Diana Hayden, only a month old to being a brand new mom, gushes as she talks about her baby girl. Her decision to freeze her eggs eight years ago, and more...

**Ex-Miss India delivers a girl from 8-yr frozen egg**

Malathy.Iyer@timesgroup.com

**Mumbai:** When Diana Hayden, former Miss India and Miss World, delivered a baby girl in a city hospital on Saturday, a bit of medical marvel was at work. The child was born of an egg that 42-year-old Hayden had frozen eight years ago.

Arya Hayden's birth proves that egg freezing, deemed technically difficult until a decade ago, works and could liberate Indian women from their great worry; the ticking biological clock.

"A career woman need not think about her biological clock and get pressurized into marrying earlier than she

**LIFESTYLE CHOICE:** Diana Hayden (42) and her husband Collin Dick (47) with their bundle of joy

wants to or have a baby when she isn't ready," said Hayden from her hospital suite in Surya Mother and Child Hospital in Santa Cruz.

"A career woman need not think about her biological clock and get pressurized into marrying earlier than she

► **Godsend for Diana, P 4**

