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### **Reproduction unto consumption**

Enterprise Culture tends to naturalize the medicalization of reproduction while providing the opportunity to individuals to exercise their purchasing choices. "Products" made to satisfy individual consumption needs appear as "natural". In the context of medicalization the consumerist body constitutes not only a "vehicle" of pleasure but a new manifestation of the self, which through consumption becomes an "object of exchange," perceived as a passive one. As individual choices aim at personal achievement, the "perfect-baby syndrome" or ideas about "baby quality" seem to provide the context for the consumption of NRT (New Reproductive Technologies). This paper will discuss the meaning the use of the ultrasound technology gains during pregnancy in the context of the Market System. The specialized ultrasound technology knowledge that becomes impersonated onto the doctor turns the doctor into a "commodity" that people can "obtain" by paying and judge.

On the other hand, births at home or at natural birth centers appear as de-medicalized or anti-consuming, while individuals think of their acts as "boycottage". It would, however, be a simplification to support that the medicalization of birth can be so easily abolished. It seems that it finds new ways to be channeled. Hence, these "turns towards nature" are also defined in the context of bio-power of what constitutes the healthy subject, mother, fetus, and infant. Bio-politics are also incarnated in a natural delivery, health being defined as both anatomical and psychological. However, individuals have an opportunity to "train" themselves in such body apprenticeships only as long as they have access to knowledge.