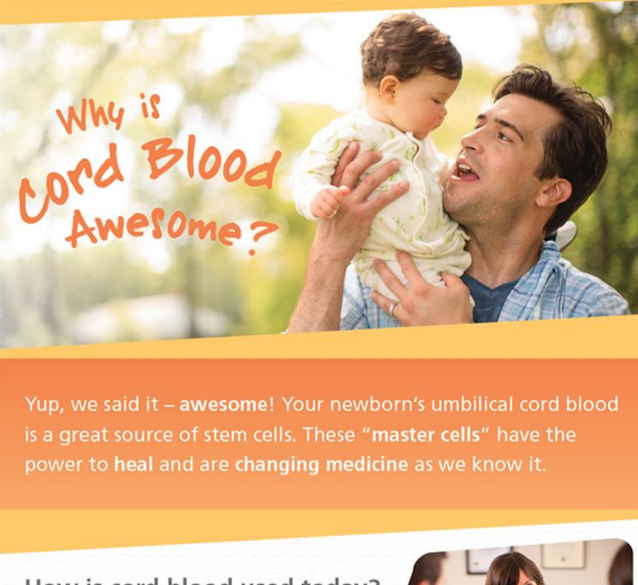
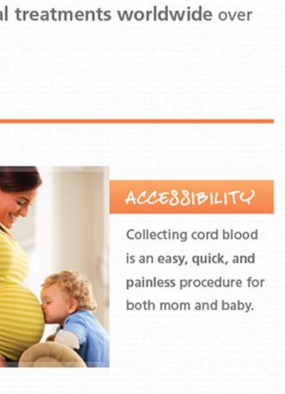


Why is Cord Blood Awesome?

Yup, we said it – **awesome**! Your newborn's umbilical cord blood is a great source of stem cells. These **"master cells"** have the power to **heal** and are **changing medicine** as we know it.

How is cord blood used today?



In the treatment of nearly **80 life-threatening diseases**, including genetic disorders and cancers[i].

In **22% of all stem cell transplants** and nearly **50% of all pediatric transplants**[ii].

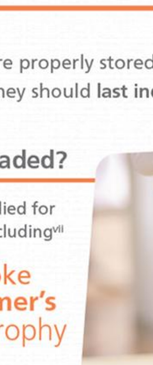
In more than **30,000 medical treatments worldwide** over the past **20 years**.[iii]

What makes it so special?

Cord blood stem cells offer:

FLEXIBILITY

Cord stem cells **easily adapt to a patient's body**, decreasing the likelihood of rejection.



ACCESSIBILITY

Collecting cord blood is an **easy, quick, and painless** procedure for both mom and baby.

Who can use it?

It depends on the condition being treated and it's up to a doctor to decide.

YOUR BABY

Your baby may use his/her own cord blood to treat certain non-genetic diseases and cancers without risk of rejection. Participation in some clinical trials requires children to have access to their own cord blood.

A SIBLING

A sibling in need of a stem cell donor may be able to use a brother's or sister's. Treatments using cord blood from a family member are about twice as successful as those from a non-relative.[iv,v]

Does it expire?

When **stem cells** are properly stored and processed, scientists believe they should **last indefinitely**.[vi]

Where is the research headed?

Cord blood stem cells are being studied for potential use in treating illnesses including[vii]

spinal cord injury stroke
cerebral palsy **alzheimer's**
autism muscular dystrophy
type 1 diabetes

It's estimated that **1 in 3 people** may benefit from regenerative therapies.[viii]

Disclaimer: Banking cord blood does not guarantee that treatment will work and only a doctor can determine when it can be used. Research is ongoing. For more details and references, visit www.viacord.com.

VIACORD®
From PerkinElmer

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[iv]Walters MC, Edwards S, Robertson S, Falcon K, Briddell R, Lubin B. Sibling donor cord blood transplantation for hemoglobinopathies. Abstract presented at: 8th Annual International Umbilical Cord Blood Transplantation Symposium; June 3-5, 2010; San Francisco, CA.
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