

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 cancersi.



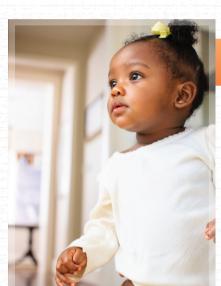
In 22% of all stem cell transplants and nearly 50% of all pediatric transplantsii.



In more than 30,000 medical treatments worldwide over the past 20 years."

## 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 includingvii

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.

VIACORE From PerkinElmer

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