

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 cancersⁱ.



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.

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ⁱⁱNational Marrow Donor Program®. Trends in allogeneic transplants: Figure 5, NMDP Transplants in Pediatric Patients by Cell Source (bone marrow, peripheral blood stem cells or cord blood), 1988-2010.

ⁱⁱⁱhttp://www.marrow.org/PHYSICIAN/URD_Search_and_Tx/Number_of_Allogeneic_Tx_Perfor/index.html. Accessed September 14, 2011

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^vWalters 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. ViaCord sponsored study.

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