

# 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<sup>i</sup>.



In **22% of all stem cell transplants** and nearly **50% of all pediatric transplants**<sup>ii</sup>.



In more than **30,000 medical treatments worldwide** over the past **20 years**.<sup>iii</sup>



## 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.<sup>iv v</sup>

## Does it expire?



When stem cells are properly stored and processed, scientists believe they should last indefinitely.<sup>vi</sup>

## Where is the research headed?

Cord blood stem cells are being studied for potential use in treating illnesses including<sup>vii</sup>

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.<sup>viii</sup>

**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](http://www.viacord.com).

**VIACORD**<sup>®</sup>  
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<sup>i</sup>Moise K Jr. Umbilical cord stem cells. *Obstet Gynecol.* 2005;106(6):1393-1407.

<sup>ii</sup>National 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.

<sup>iii</sup>[http://www.marrow.org/PHYSICIAN/URD\\_Search\\_and\\_Tx/Number\\_of\\_Allogeneic\\_Tx\\_Perfor/index.html](http://www.marrow.org/PHYSICIAN/URD_Search_and_Tx/Number_of_Allogeneic_Tx_Perfor/index.html). Accessed September 14, 2011

<sup>iv</sup><http://www.nature.com/nbt/journal/v30/n4/full/nbt0412-304.html>. April 10, 2012.

<sup>v</sup>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. ViaCord sponsored study.

<sup>vi</sup>National Marrow Donor Program®. Outcomes in unrelated hematopoietic cell transplantation: applying new data for referral and decision making. Minneapolis, MN: National Marrow Donor Program®; 2009.

<sup>vii</sup>Linden JV, Preti RA, Dracker R. New York state guidelines for cord blood banking. *Journal of Hematotherapy.* 1997;6:535-41.

<sup>viii</sup>(Autism) Harris DT, Badowski M, Ahmad N, Gaballa MA. The potential of cord blood stem cells for use in regenerative medicine. *Expert Opin Biol Ther.* 2007;7(9):1311-1322.

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<sup>viii</sup>Harris DT. Cord blood stem cells: a review of potential neurological applications. *Stem Cell Rev.* 2008;4:269-274. Epub August 5, 2008