

Saving your **baby's**
cord blood could
save your
baby's **life**



Discover the power of cord blood



Cord blood is the blood that remains in your baby's umbilical cord following birth and after the cord is cut.

It's a valuable source of stem cells, which are a perfect DNA match for your baby.

By saving your baby's cord blood you give them the chance to survive some of the most deadly diseases and conditions — now and into adulthood.

It provides an irreplaceable medical resource for your baby and can be used to treat over 80 life-threatening diseases including many kinds of cancer.

You can only collect these precious, powerful cord blood stem cells immediately after your baby is born, via a simple and painless procedure.

But you need to enrol with CordBank to save your baby's cord blood before you give birth.

It's your only chance to give your baby their very own back-up immune and blood system.

Research shows there's a 1 in 200 chance that children born today will need a stem cell transplant in their lifetime. Parents banking their baby's cord blood today can rest easy in the knowledge that they have these cells safely stored for the future.

Proven expertise



CordBank is Australasia's longest established and most experienced cord blood collection, processing and storage facility.

We hold a Class G license from the New Zealand Ministry of Health to manufacture medicine — recognising that the cord blood stem cells parents are saving today are being stored for medical use in the future.

CordBank is audited annually by Medsafe, the Ministry's regulatory arm under cGMP (Good Manufacturing Practise) — which is the most stringent level of quality applied to cord blood facilities globally.

Our purpose built laboratory in Auckland is staffed by highly qualified staff who are solely devoted to processing and storing cord blood.

A central part of our quality programme ensures that testing is carried out on each cord blood unit to confirm its overall quality and determine its cell count for future reference.

Since our launch in 2002, we have successfully processed and stored the cord blood of many thousands of families from around New Zealand and around the world. Two CordBank families have already successfully used their stored cord blood for life threatening conditions and today have happy healthy children.



The best decision we ever made

In 2002, Auckland parents Daniel and Jillian Friedlander were blessed with beautiful twin girls Maia and Arielle. Life couldn't have been better.



That was until Maia failed to meet the usual development milestones.

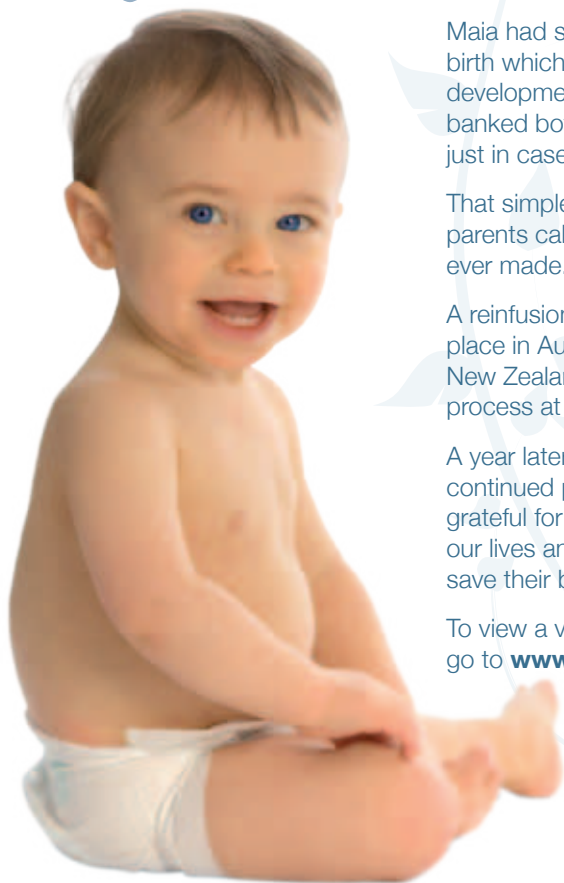
Maia had suffered oxygen deprivation at birth which left her “disconnected” and developmentally delayed. Thankfully they had banked both girls cord blood with CordBank – just in case.

That simple decision was life changing. Her parents call it the “best decision we ever made.”

A reinfusion of Maia's cord blood cells took place in August 2008 — making her the 1st New Zealand and 50th child to undergo the process at Duke University in the US.

A year later, the family is thrilled with Maia's continued progress. “We couldn't be more grateful for the dramatic change it has made to our lives and want to make sure other families save their baby's cord blood at birth.”

To view a video of the Friedlander family's story go to www.cordbank.co.nz



A new era in medicine

Cord blood stem cells are the building blocks of organs, tissues, blood and the immune system. They can also turn into other types of cells including heart, muscle and nerve cells.

For the past 30 years cord blood has been used to rebuild children's immune systems after cancer treatment — as an alternative to bone marrow transplants.

Medical science now believes that stem cell therapy has the potential to radically change the treatment of human diseases, including Parkinson's disease, MS, Alzheimer's, strokes and liver diseases.

Latest emerging medical therapies for a child's own cord blood include Type 1 diabetes and brain injuries caused by oxygen deprivation or trauma — with many new uses rapidly emerging.

Unlike current medical treatments that address the symptoms of an illness, cellular medicine works on correcting or replacing damaged cells.

Families who store their newborn's cord blood at birth give them the chance to benefit from the many future treatments that may depend on these powerful, perfectly matched stem cells.

They value the peace of mind they gain from knowing they have done everything possible to give their child the best start in life.



A very **small** price to pay

Enrolling to have your baby's cord blood stored with CordBank is simple. We offer several convenient and affordable payment plans to meet your family's needs.

Option 1:

Purchase your Cord Blood Collection Kit for \$750.00 to receive it now and choose to make 12 interest free monthly payments of \$167.00 or 6 payments of \$334.00.

Option 2:

Or pay \$2750.00 to cover the CordBank Collection Kit, processing, testing, courier and 1st year's storage.

Discounts apply for families who have one or more babies already enrolled with CordBank.

Annual storage fees apply from your baby's first birthday.

To enrol online go to www.cordbank.co.nz or call us on 0800 CORDBANK for an enrolment pack.

No-one knows what the future holds ...

Earlier this year, the parents of a young girl who used her stored cord blood to rebuild her immune system after treatment for an aggressive cancer called the costs of banking with CordBank "a very small price to pay."

Their daughter is now a happy, healthy 7 year old and the family is writing a book about their journey.



Making an informed choice



Q: When should I enrol with CordBank to have my baby's cord blood collected?

A: From the 16th week of your pregnancy.

Q: How will my baby's cord blood be collected?

A: It's a simple, painless and quick process. Once your baby is born, your midwife or doctor draws the umbilical cord blood into the special bag provided in your CordBank Collection Kit.

Q: Will my midwife or doctor know how to collect my baby's cord blood?

A: CordBank has trained over 750 midwives and doctors in New Zealand and can arrange for new or refresher training as required.

Q: How do I enrol with CordBank to have my baby's cord blood collected and stored?

A: You can enrol on line at www.cordbank.co.nz or call us on 0800 CORDBANK and we'll post the enrolment forms out to you.

Q: What happens after I enrol with CordBank?

A: You'll receive your CordBank Collection Kit within 3 days. It includes all the sterile items your LMC needs for your baby's cord blood to be collected.



Q: Should we bank cord blood for each of our children?

A: Yes. Everyone has their own unique DNA so it's important to store cord blood for each child in the family.

Q: How long can cord blood be stored for?

A: There is no known expiry date for cord blood that has been stored continuously at -196 degrees Celsius.





“You never know what can happen at your child’s birth but when you have their cord blood stored you have options — like the option we had for Maia. All parents should do it, it’s a decision they’ll never regret.”

Jillian and Daniel Friedlander, parents of Maia.

“All expectant parents should ask their doctor about the lifesaving potential of cord blood. Cord blood is being used to treat life-threatening diseases such as leukaemia and other cancers, as well as certain blood and immune disorders that formerly necessitated a bone marrow transplant.” *Dr Peter Nobbs MB ChB, Fellow FRCP (c), Neonatal Paediatrician, National.*

“I have performed many bone marrow transplants and know how difficult they can be. I am pleased that New Zealand parents have the chance to bank their newborn babies’ cord blood. This development could save lives in the future.” *Dr Lochie Teague, Clinical Director of Paediatric Haematology and Oncology, Starship Childrens Health.*

“It is now about 18 months since our child was treated with her own cord cells and she appears to have made a miraculous recovery from a stage 4 cancer that nearly killed her. We are truly grateful that we used the CordBank service which is like an insurance policy that you hope never to have to call upon. It was a very small price to pay.” *Parents of the little girl treated for a neuroblastoma.*



October 2009

0800 CORDBANK
www.cordbank.co.nz

