

Discover the Possibilities Born With Your Baby

Your Simple Guide to Saving Cord Blood

The Power and Promise



“My patients and their families mean the world to me and I want to make sure they have the best treatment possible. Saving cord blood is something every expectant family should know about and consider because the potential therapeutic uses continue to expand. Research in the use of cord blood is very important and cannot continue if parents do not consider banking.”

– Jennifer Arnold, MD, *A neonatologist at Texas Children’s Hospital, an Assistant Professor of Pediatrics at Baylor College of Medicine, CBR consultant, and featured in TLC’s The Little Couple*

The lifesaving power of cord blood and regenerative healing potential of cord blood and cord tissue is no longer a secret. And, as stem cell research and treatments advance, more and more parents are motivated to bank their baby’s stem cells.

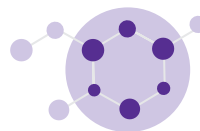
Reasons to Save Stem Cells



Smart. They “know” how to find injured cells and tissue in the body and initiate a healing process.¹



Powerful. Newborn stem cells are utilized in proven treatments today and are being used in clinical trials to find more potential treatments. These advances may increase, with over 200 clinical trials underway.²



Unique. There is one opportunity to save and that’s at birth. Your baby is a perfect match to his or her stem cells and may be a match for a sibling or other family member as well. It’s important to save each child’s stem cells to ensure a perfect match every time.³ Access to treatment may depend on this once in a lifetime opportunity to collect and save a genetic match.

A Lifetime of Possibilities

Cord Blood

The remaining blood in the umbilical cord contains stem cells that have been used to regenerate healthy blood and immune systems in more than 30,000 transplants worldwide.⁴ See below for some examples.

Areas of Current Treatment



Blood Disorders
Sickle Cell
Aplastic Anemia



Cancer
Leukemia
Lymphoma
High-Risk Tumors



Metabolic Disorders
Krabbe Disease
Hunter Syndrome



Immune Disorders
Chronic Granulomatous Disease
Immunodeficiency Disorders
Severe Combined Immunodeficiency Disease

CBR-Partnered Clinical Trials



Autism
Sutter Neuroscience Institute
Sacramento, CA



Cerebral Palsy
Georgia Regents University
Augusta, GA

University of Texas Health
Science Center
Houston, TX



Acquired Hearing Loss
Florida Hospital for Children
Orlando, FL



Pediatric Stroke

Cord Tissue

The umbilical cord itself contains stem cells that may heal the body differently than cord blood. These cells create structural and connective tissue and are being evaluated in over 30 clinical trials.⁵

Areas of Potential Treatment



Skeletal Disease & Injury



Ocular Surface Disease



Vascular Damage



Neurological Disease & Injury



Heart & Vascular Disease



Transplant Complications



Gastrointestinal Disease



Wounds, Burns & Ulcers



Autoimmune & Inflammatory Disease



Diabetes

Every 10 Minutes Parents Choose CBR

We're the industry leader for a reason. Actually, several reasons:



Dedicated to Advancing Therapies & Clinical Trials

CBR is the only family cord blood bank pioneering FDA-regulated clinical trials for today's most threatening conditions.



The Leading Choice

We have stored over 500,000 cord blood and cord tissue stem cell units, and are the #1 recommended cord blood company by OB/GYNs.⁶



Innovation & Quality

As the leader, we are able to continuously invest in clinical trials, product innovation, and our lab and storage facility to help ensure the long-term safety and viability of your newborn's stem cells.

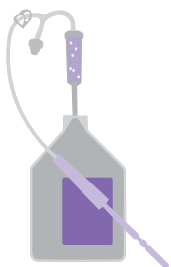
The CBR Quality Difference

Our materials and processes are specifically designed to collect and preserve the best stem cell sample possible.



Dry Heparin

Anticoagulant that preserves more cells.



CBR's CellAdvantage® Collection Device

Designed to collect the most cord blood.



Stem Cell Transport

CBR's kit folds into a crush-resistant, temperature protected cube.



AXP® Processing Technology

Achieves the highest published recovery rate of 99%.⁷



Storage Dewars

CBR has invested millions to help ensure the safety of your cells.

Shared Stories

CBR's families have access to current and emerging stem cell treatments for a myriad of life-threatening and debilitating conditions. Their stories provide the inspiration for the work CBR does.



Sparrow Morris
Suffered from a Brain Injury
One family's incredible journey after a near-drowning.



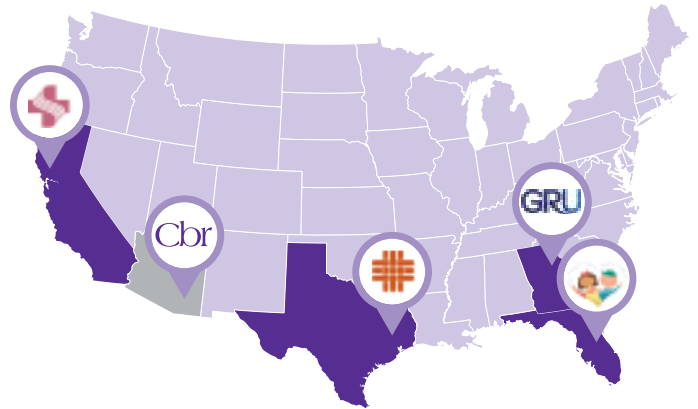
Joseph Davis Jr.
Cured of Sickle Cell Anemia
A perfect match through CBR's Newborn Possibilities Program.®



Rydr Rudgers
Lives with Cerebral Palsy
A little boy with cerebral palsy makes huge strides.

Clinical Trials & Research

CBR is advancing stem cell research by partnering with leading research institutions to establish FDA-regulated clinical trials requiring CBR processed cord blood.



Autism
Sutter Neuroscience Institute
Sacramento, CA

Cerebral Palsy
Georgia Regents University
Augusta, GA

University of Texas Health Science Center
Houston, TX

Acquired Hearing Loss
Florida Hospital for Children
Orlando, FL

Pediatric Stroke

Saving is More Affordable Than You Think

CBR offers two ways to save your newborn's stem cells, and convenient payment options to fit your family's needs. The value of stem cells is immeasurable, but CBR makes saving them affordable.

One-Time Payment	
Cord Blood Banking Only Banking your newborn's umbilical cord blood.	Cord Blood & Tissue Banking Access to a greater range of stem cells.
\$1,650*	\$2,770*

*An annual storage fee of \$150 for cord blood banking, or \$300 for cord blood and tissue banking, will be charged each year following your baby's first birthday.



Payment Options

Pay the one-time payment in short term, interest-free or extended monthly installments.** No fees are due until your baby arrives.

**Payment plan options and full terms and conditions are available online at cordblood.com. Some plans are subject to credit approval. Visit cordblood.com to customize your payment plan.



Referral Program

Tell your friends about your decision. As a thank you, you'll both receive a free year of storage when they bank too.



Gift Registry

Invite your friends and family to help contribute to the cost of banking with the CBR Gift Registry.



Newborn Possibilities Program®

Newborn Possibilities Program was created by CBR to offer stem cell processing and storage for five years to families with a qualifying medical need. Speak with a CBR certified medical professional to see if you qualify.

Saving is Easier Than You Think

1

Enroll

Before delivery, call 1.888.CORD BLOOD or visit cordblood.com to enroll today.

2

Bring Your Kit to Your Delivery

On your delivery day, bring your kit with you. The collection is safe, simple, and painless.

3

Call for Pick Up

After delivery, call the medical courier to pick up the kit.

Cbr cord blood registry®



cordblood.com



1.888.227.2976

Ultimate use of newborn stem cells will be determined by the treating physician who will consider if they are applicable for the condition and should come from the patient or a suitable donor (siblings of the same biological parents have a 25% chance of being a perfect match and a 50% chance of being a partial match; biological parents will always be a partial match). There is no guarantee that treatments being studied in the laboratory, clinical trials, or other experimental treatments (including regenerative medicine applications) will be available in the future. AXP and AutoXpress are registered trademarks of ThermoGenesis Corp.

Specific to cord tissue: Cbr Systems, Inc.'s activities for New York State residents are limited to collection of umbilical cord tissue and long-term storage of umbilical cord-derived stem cells. Cbr Systems, Inc.'s possession of a New York State license for such collection and long-term storage does not indicate approval or endorsement of possible future uses or future suitability of these cells.

Fees are incurred and charged at the time services are rendered. All fees are subject to change. Different fees may apply for international customers. Cancellations prior to CBR's storage of the sample(s) are subject to an administrative fee of \$150. If you terminate the Enrollment Agreement after CBR's storage of the sample(s), you will not receive a refund.

References: 1. Meier C, et al. Spastic paresis after perinatal brain damage in rats is reduced by human cord blood mononuclear cells. *Pediatric Research*. 2006;59:244-249; 2. clinicaltrials.gov; 3. Hao Q, Shah AJ, Thiemann FT, et al. A functional comparison of CD34 + CD38- cells in cord blood and bone marrow. *Blood*. 1995;86:3745-3753. Generally, for genetic conditions, cord blood stem cells from a donor (like a sibling) may be preferable; 4. Ballen KK, Gluckman E, Broxmeyer HE. Umbilical cord blood transplantation: the first 25 years and beyond. *Blood*. 2013; 5. Trounson A, Thakar R, Lomax G, Gibbons D. Clinical Trials for Stem Cell Therapies. *BMC Medicine*. 2011; 6. Blind Survey, GfK Market Measures for CBR, 07.12; 7. Rosenthal J, Brown HL, Harris DT. Stem cell recovery following implementation of an automated cord blood processing system in a high volume laboratory. *Biol Blood Marrow Transplant*. 2008;14(2):42s.

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