

More

from LifebankUSA®



Winter Newsletter 2009

New Studies Confirm the LifebankUSA® Advantage: More Stem Cells Offer More Lifesaving Potential for Your Family

Now there's even more evidence that LifebankUSA is the right place to bank your baby's lifesaving stem cells. Two new studies from "peer-reviewed" medical journals (journals reviewed for accuracy by experts in the field) show that children *and* adults who received higher doses of stem cells had greater treatment success.^{1,2} In both studies, higher stem cell doses required a "double transplant"—the transplant of stem cells from 2 separate umbilical cord units. With Placenta-Cord banking from LifebankUSA, higher doses of stem cells may be achieved from just 1 collection of placenta-derived stem cells and cord blood—and the recipient may have the advantage of receiving 2 matched units.

Only LifebankUSA allows expectant parents to collect lifesaving cells from both the placenta and the cord blood—2 sources that help sustain your baby's life during pregnancy. The placenta is significantly richer in CD34+ stem cells—the cells that matter most for treatment success and survival. Placenta-Cord banking increases the number of CD34+ stem cells on hand should your baby or another family member need them. These lifesaving stem cells can transform into other cell types, including red blood cells (which carry oxygen), white blood cells (immune cells that fight infections), and platelets (which clot blood and prevent hemorrhaging).

Earlier clinical studies showed that transplanting more CD34+ stem cells leads to improved treatment success and patient survival in children.^{3,4} The 2 newly published studies report the advantages of transplanting more stem cells in both children and adults.

Study #1: Conducted by the European Group for Blood and Marrow Transplantation (EBMT), a nonprofit organization that advances the transplantation of stem cells¹

In this study, cord blood transplants were used to treat 104 adult patients who suffered from common, life-threatening cancers including leukemias and lymphomas. Among the 25% of patients who received **2** units of cord blood instead of 1, there was greater engraftment (the ability of the transplanted cells to grow and make new blood cells) associated with a higher dose of CD34+ cells. There was also a lower risk of disease progression and a greater likelihood of overall survival in these patients.

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"As a LifebankUSA® client, I read in the fall newsletter about the boy with leukemia who'd been saved thanks to this bank's services. Because my 35-year-old cousin had recently died of acute myelogenous leukemia, it brought home just how important it is to bank lifesaving stem cells. If I ever had another child, I'd choose the Placenta-Cord banking option so I could collect the most stem cells possible for my family."

—Victoria Forte, New Jersey



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Study #2: Conducted by the University of Minnesota School of Medicine and Cancer Center (recognized as a comprehensive cancer center by the National Cancer Institute)²

Higher doses of stem cells also led to better outcomes in this study of 265 patients (aged 10-69) who received cord blood transplants. Among the 70% of patients who received 2 units of cord blood instead of 1, there was less chance of a treatment complication that led to death.

The successful treatment of adults in these studies provides another important reason to bank your baby's stem cells—for the sake of your baby and your family.

While the quantity of cells collected is important, so is the quality. LifebankUSA cord blood units are 99% pure or virtually free of red blood cells. Other cord blood bank processing methods have resulted in a high percentage of red blood cells remaining in the final unit, which may cause complications if your baby needs his/her banked cord blood for a lifesaving treatment.⁴⁻⁷ Whether you bank cord blood alone or placenta-derived stem cells as well, LifebankUSA is the obvious choice.

WANT TO SHARE YOUR STORY?

It may appear in the next issue.

If you'd like to share a story about your experience with LifebankUSA, please submit your information to:

info@lifebankusa.com

We'll give you a free year of storage—**WORTH UP TO \$225 PER YEAR**—if we use your story.

Photographs are also welcome!



References: 1. Rodrigues CA, Sanz G, Brunstein CG, et al. Analysis of risk factors for outcomes after unrelated cord blood transplantation in adults with lymphoid malignancies: a study by the Eurocord-Netcord and Lymphoma Working Party of the European Group for Blood and Marrow Transplantation. *J Clin Oncol.* 2009;27(2):256-263. 2. MacMillan ML, Weisdorf DJ, Brunstein CG, et al. Acute graft-versus-host disease after unrelated donor umbilical cord transplantation: analysis of risk factors. *Blood.* In press. 3. Wagner JE, Barker JN, DeFor TE, et al. Transplantation of unrelated donor umbilical cord blood in 102 patients with malignant and nonmalignant diseases: influence of CD34 cell dose and HLA disparity on treatment-related mortality and survival. *Blood.* 2002;100(5):1611-1618. 4. Iori AP, Arcese W, Milano F, et al. Unrelated cord blood transplant in children with high-risk acute lymphoblastic leukemia: a long-term follow-up. *Haematologica.* 2007;92(8):1051-1058. 5. Data on file, LifebankUSA; 2008. 6. Resnick IB, Tsigotis PD, Shapira MY, et al. ABO incompatibility is associated with increased non-relapse and GVHD related mortality in patients with malignancies treated with a reduced intensity regimen: a single center experience of 221 patients. *Biol Blood Marrow Transplant.* 2008;14(4):409-417. 7. Adorno G, Bruno A, Caravita T, et al. Red blood cell depletion of cord blood using hydroxyethylstarch double sedimentation: analysis of 40 cases. *Clin Lab Haematol.* 1998;20(6):341-343.



Make a Difference in a Friend's Life... ...Recommend LifebankUSA®

Give Your Friends Greater Peace of Mind

When you spread the word about LifebankUSA to your friends and family, everyone benefits. They learn about the peace of mind that comes from banking even more of their baby's stem cells, and you become eligible for one or more free years of storage (WORTH UP TO \$225 PER YEAR).

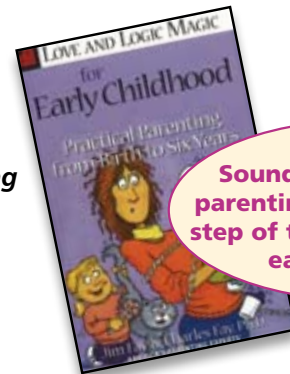
When you recommend LifebankUSA to a friend or family member and they enroll by March 31, 2009:

You'll receive:

- **1 free year of storage** (WORTH UP TO \$225 PER YEAR) for sharing the gift of cord blood banking. There's no limit to how many FREE years of storage you can receive through referrals*
- The book *Love and Logic Magic for Early Childhood: Practical Parenting from Birth to Six Years*

They'll receive:

- **A \$250 prepaid Visa® gift card** and the popular book *Your Baby's First Year Week by Week*



Sound advice from PhD parenting experts on every step of the journey through early childhood



Practical tips from the best-selling physician/author of *Your Pregnancy Week by Week*



Here's How LifebankUSA Can Help Your Family and Friends Get Started:

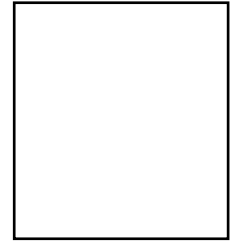
- Low monthly payment plans are available for as little as **\$44 per month**. There is no need to apply for financing or credit through third-party companies
- If they register with **LifebankUSA Gift Registry**, they can get help paying for enrollment (to learn more about the gift registry, they can call **1-877-543-3226** or visit **www.lifebankusa.com**)

Simply pass this newsletter on to a friend or family member, telling them to call **1-877-LIFEBANKUSA (1-877-543-3226)** and mention your name. We'll take care of the rest. Need extra copies of this newsletter? Just call us!

*Free storage will be applied to your account after your referral's stem cell collection has been stored. If this happens to occur the same month as a storage payment becomes due, the credit will be applied to your account for the following year. Discount may not be combined with any other offer. Offer valid for a limited time.

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LifebankUSA
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45 Horsehill Road
Cedar Knolls, NJ 07927
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1-877-543-3226



MOVING? CALL US
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Give Your Friends Greater Peace of Mind... A Special Offer From LifebankUSA®



Inside: Studies show higher doses of stem cells lead to better transplant outcomes

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