

## We're here to help.

If you have any questions, we invite you to call us at **1 866 606 2790** to speak with a cord blood educator. We will get all your questions answered and help you to make an informed decision.

[www.inception.com](http://www.inception.com)

References: 1. Ballen K. Update on umbilical cord blood transplantation. *F1000Res*. 2017;6:1556. doi: 10.12688/f1000research.11952.1. first transplant in 1988 2. Mayani H, Wagner JE, Broxmeyer HE. Cord blood research, banking, and transplantation: achievements, challenges, and perspectives. *Bone Marrow Transplant*. 2020;55(1):48-61. doi:10.1038/s41409-019-0546-9 3. Couto PS, Bersenev A, Verter F. The first decade of advanced cell therapy clinical trials using perinatal cells (2005-2015). *Regen Med*. 2017;12(8):953-968. doi:10.2217/rme-2017-0066 4. Data on file. 5. Verter, F., Couto, P. S., & Bersenev, A. (2018). A dozen years of clinical trials performing advanced cell therapy with perinatal cells. *Future Science OA*, 4(10). doi: 10.4155/fsoa-2018-0085. 6. Bizzetto et al, *haematologica* | 2011; 96(1): 134

†Prices exclude HST, couriers & applicable fees. 12 Month payment plans incur an admin fee of \$95. Annual storage plan fees are adjusted each year, on the 1st of July, to align with the national consumer price index (CPI) as reported by Statistics Canada. Payment is due only when the collection kit is shipped. Applicable taxes and medical courier costs are not included. Your birthing facilities may charge an additional fee for cord blood and tissue collection. A credit card fee of 1% will be applied to the total amount payable before taxes. Please refer to client storage agreement for full terms and conditions.

The use of cord blood is determined by the treating physician and is influenced by many factors, including the patient's medical condition, the characteristics of the sample, and whether the cord blood should come from the patient or an appropriately matched donor. Cord blood has established uses in transplant medicine; however, its use in regenerative medicine is still being researched. There is no guarantee that potential medical applications being studied in the laboratory or clinical trials will become available.

Cord tissue use is still in early research stages, and there is no guarantee that treatments using cord tissue will be available in the future. Cord tissue is stored whole. Additional processing prior to use will be required to extract and prepare any of the multiple cell types from cryopreserved cord tissue.

# The incredible power of newborn stem cells





# Making peace of mind affordable

## Annual storage plans

Choose between cord blood only or cord blood & cord tissue

Cord Blood	Cord Blood & Cord Tissue
<b>1st year payment</b>	<b>1st year payment</b>
<b>\$1,278*</b> Processing and storage fee	<b>\$2,086*</b> Processing and storage fee
OR	OR
<b>\$107</b> per month for 12 months*	<b>\$174</b> per month for 12 months*
<b>2nd year onwards</b>	<b>2nd year onwards</b>
<b>\$153*</b> Storage fee per year	<b>\$291*</b> Storage fee per year

## Prepaid storage plans also available

<b>18-year prepaid</b>	<b>30-year prepaid</b>	<b>Lifetime prepaid</b>
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Scan the QR code to access our pricing calculator for full pricing details.

\*Prices exclude HST, couriers & applicable fees. 12 Month payment plans incur an admin fee of \$95.

# Preservation made easy

## How it works

01



### Enroll

Sign up online or call 1 866 606 2790 and your Inception collection kit will be sent to you.

02



### Collect

At birth, the umbilical cord blood (and tissue if selected) will be placed into your Inception collection kit by your obstetrician or midwife.

03



### Preserve

Your Inception collection kit will be transported securely to our facility for safe storage.

## A life-changing opportunity awaits

Newborn stem cells are a valuable resource that have a **long history of saving lives**. What's even more exciting is their potential to help your family today and in the future.

At Inception Lifebank, we're dedicated to helping you preserve these powerful cells so **you can take advantage of this once-in-a-lifetime opportunity**.

Join the millions of families who are making the most of this moment by preserving their baby's newborn stem cells. Inception Lifebank provides high quality care and support every step of the way.

## Refer a Friend Program

You and your friend can both receive a cheque or storage credit to use towards future cord blood storage fees.

For more information visit  
[www.inception.com/refer-friend](http://www.inception.com/refer-friend)

# Cord blood

## A valuable family resource

When your baby is born, the blood left inside the umbilical cord is very special. It contains powerful **hematopoietic stem cells (HSCs)**. By preserving this blood at birth, you can lock in its extraordinary abilities.

## The impact of transplant medicine

For over 30 years, cord blood has been used as part of a stem cell transplant to rebuild the blood and immune systems<sup>1</sup> in the treatment of more than 80 conditions, including<sup>2</sup>:



### Blood disorders

sickle cell anemia



### Cancers

leukemia and lymphoma



### Immune disorders

severe combined immunodeficiency



### Metabolic disorders

Krabbe disease

## Experience

- Released more cord blood units for treatments and clinical trials than all other Canadian cord blood banks combined.
- With 100% successful release rate, all cord blood units released have been accepted for transfusion into patients, validating our processing, storage and shipping methods.
- Inception Lifebank is available at ALL Canadian hospitals and home births with worry-free bedside pickup.

## Accreditation

Inception Lifebank is fully licensed for the collection, processing and storage of umbilical cord blood and has achieved the highest level of Voluntary Accreditation.



acbb Association for the Advancement of Blood & Biotherapies  
**Accredited**

 Health Canada CTO  
Registration No.: 100042

  
REGISTERED

## Did you know?

Cord blood has a greater potential to be a **match for siblings** compared to unrelated donors. Sibling cord blood has been associated with better clinical outcomes and fewer possible complications that may be associated with a third-party donor.<sup>2</sup>



# Why Inception Lifebank is the #1 choice of Canadian parents?

With over 20 years of experience, Inception Lifebank is **Canada's largest and most experienced** family cord blood and tissue storage facility. Today, parents of more than 1 million babies have preserved with our group of cord blood banks.

**Trusted partner of leading Canadian hospitals**



## Regenerative medicine

There are more than 100 studies worldwide that have been initiated to investigate cord blood's value in regenerative medicine,<sup>3</sup> which focuses on establishing or restoring normal function in the body.<sup>4,5</sup> Some areas of research include:



**Neurological**  
cerebral palsy



**Cardiovascular**  
congenital heart defects



**Autoimmune**  
type 1 diabetes



**Tissue or organ damage**  
bronchopulmonary dysplasia

# Cord tissue

## More healing potential for the future

Your baby's umbilical cord is made of tissue. It contains several cell types, including **mesenchymal stem cells (MSCs)**, which have received a lot of attention from scientists for their potential in regenerative medicine.

While this science is still being researched today, preserving cord tissue stem cells means you could have additional treatment options for your family in the years ahead.

## A bright future

More than 200 clinical trials have been initiated worldwide to investigate cord tissue MSCs<sup>4,5</sup> potential for improving conditions that can arise and cause difficulty during a person's lifetime. Some areas currently being researched include:<sup>4,5</sup>



### Autoimmune

lupus and type 1 diabetes



### Orthopedic

osteoarthritis



### Cardiovascular

heart disease



### Tissue or organ damage

liver and lung disease



### Neurological

stroke and Alzheimer's disease

## Did you know?

It's still possible to preserve your baby's newborn stem cells if you choose to practice **delayed cord clamping**. Just be sure to discuss your choices with your doctor before your due date.

**Over 60%  
of parents  
preserve  
cord  
tissue<sup>4</sup>.**

