

# Safe & sound

SEPTEMBER 07



## Keeping you in touch with our CordBank community

We are pleased to bring you some exciting developments, including our new payment plan, enabling more parents to protect their baby's future health.

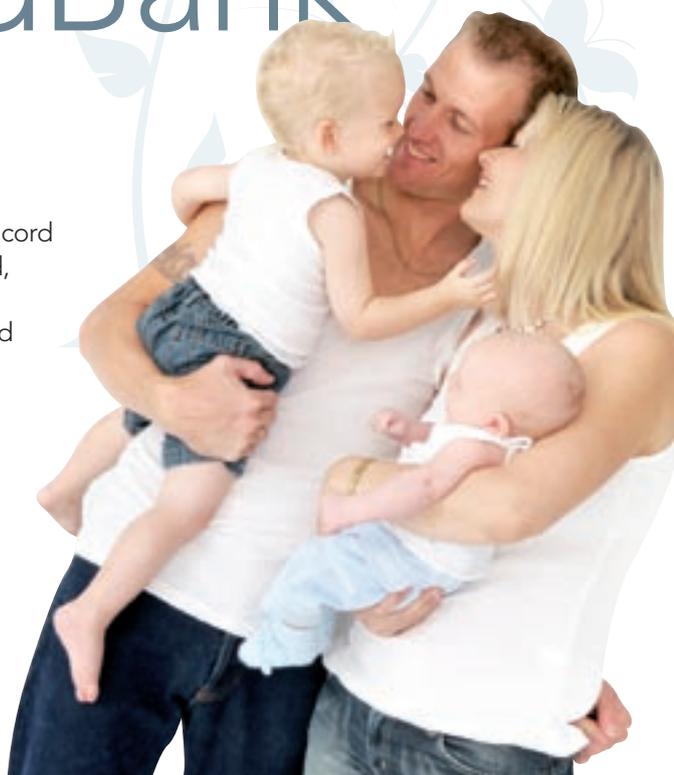
We hear from both our new parents and our pioneering parents, some of whom are celebrating their children's 5th birthdays this year. We warmly congratulate them on 5 years with us at CordBank.

2007 has already seen some major advancements in cord blood stem cell research. The 2nd Annual Congress was held in London on 1-3 May, at which the treatment of Diabetes was a hot topic.

As the amazing potential of cord blood stem cells is recognised, we will keep you updated on the latest medical research and development in our regular segment, Stem Cell News.

We look forward to sharing our news with you and welcome your feedback. Feel free to pass this on to your friends and family too.

Best wishes,  
*Your friends at CordBank*



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### Saving your baby's umbilical cord stem cells could save your baby's life

Register before  
**31 Oct 07**

and you go into a draw to win the full cost of registration, processing and 18 year's storage valued at

# \$5000



Come and see us at the ASG Parent and Child Shows  
**Wellington** 15-16 September, Westpac Stadium  
**Auckland** 26-28 October, ASB Showgrounds



**CordBank**  
Banking Umbilical Stem Cells For Your Baby's Future

# It's all about baby

We welcome our newest parents...

## Shane and Nerida

Shane and Nerida welcomed the arrival of their new son, Kees, (pronounced Case) on 26 April 2007. Mum and baby are both very well, with their new bundle of joy weighing in at a solid 3.58kg (7.9lbs).

*The service was fantastic, we never had to worry about anything. CordBank kept in contact and made it all very simple. We just want baby to be happy and healthy. For us, it's the most precious gift to give your child.*

**Nerida Lister**



## Louise and Karl Van Den Brink

Louise and Karl Van Den Brink have added baby Eva to their clan of 3, making them our first parents with four CordBank babies... from left, Ben, Max and Sam with baby Eva.



*I first heard about the service years ago at ante-natal class. I guess we treated it like insurance for each child. I actually applied for Eva's kit on the Friday and had her the following Wednesday! The kit was sent to me and it was so easy at the hospital.*

**Louise and Karl Van Den Brink**

## And warm congratulations to our pioneering parents...

### Peter and Annie Hogan

Annie Hogan and her partner Peter had Holly and Hazel in March 2002 and have recently celebrated the twins' 5th birthdays and the milestone of starting big school.



*I had read about banking stem cells when it was only available in the UK and USA. We realised it was a one-off opportunity for our babies' future. CordBank provided a fantastic service - it was simple and easy.*

**Annie Hogan**

### Helen and Lance Sheppard

Helen and Lance's baby, Elliot was one of our first CordBank babies and was very excited to start school recently.



*We hope to never have to use the service, but it's a safety net and we know we've taken every step to make sure our children have every advantage. And for us, it's peace of mind.*

**Helen Sheppard**

# It's all about af

## What does it cost?

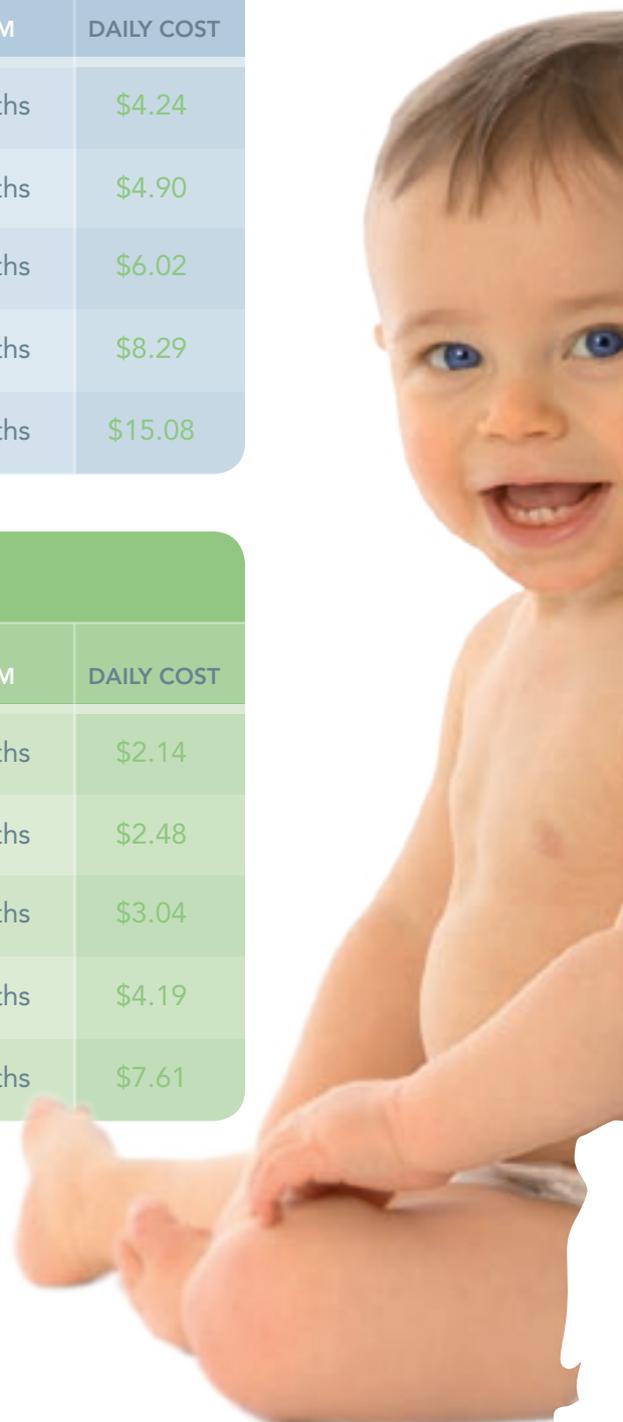
### Finance Options

To make it easier for you, we've developed the following options for you and your family:

OPTION 1 PAY IT ALL NOW				
	LOAN AMOUNT	INTEREST RATE	TERM	DAILY COST
<p>Pay full costs of registration, processing and 18 years of storage. Based on 60 month term, you would have paid all costs before baby starts school.</p> <p>Ideal for parents and a great gift for grandparents, aunts, uncles or friends who want to give baby a special gift.</p>	\$5,000	18% pa	60 mths	\$4.24
	\$5,000	18% pa	48 mths	\$4.90
	\$5,000	18% pa	36 mths	\$6.02
	\$5,000	18% pa	24 mths	\$8.29
	\$5,000	18% pa	12 mths	\$15.08

OPTION 2 PAY REGISTRATION & PROCESSING COSTS NOW				
	LOAN AMOUNT	INTEREST RATE	TERM	DAILY COST
<p>And pay storage fees LATER on an annual basis of an additional \$200 per year for 17 years.</p> 	\$2,500	18% pa	60 mths	\$2.14
	\$2,500	18% pa	48 mths	\$2.48
	\$2,500	18% pa	36 mths	\$3.04
	\$2,500	18% pa	24 mths	\$4.19
	\$2,500	18% pa	12 mths	\$7.61

Please note that repayment amounts are an estimate only. Actual loan repayment amounts are based on the total amount borrowed. Hopscotch Credit Criteria and Terms and Conditions apply and a \$50 loan establishment fee applies.



# fordability

We believe every baby deserves to be healthy and happy and have a range of new finance options available that means you could pay as little as a cup of coffee a day to give your baby (grandchild, niece or nephew) what could be the greatest gift you'll ever give.

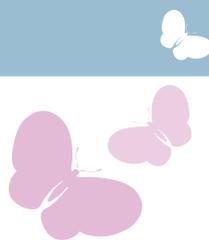
## Hello baby!

We are always keen to introduce our newest CordBank babies to our CordBank community. Just send your high quality glossy photos or high resolution digital images to:

[info@cordbank.co.nz](mailto:info@cordbank.co.nz)  
or PO Box 68-757, Newton, Auckland.

## Share your stories

We'd love to hear about your baby and the reasons you decided to bank your baby's cord blood. This could be helpful to other parents. If you'd like your photos returned, please enclose a stamped, self-addressed envelope. Please include parents' name and CordBank Kit number with your baby's photos.



# Stem Cell News

## Stem cells used to treat cerebral palsy, diabetes and autoimmune disorder in last three months

Five children were treated with their own cord blood stem cells in the last three months for diseases ranging from type I diabetes, cerebral palsy and a rare autoimmune disorder related to autism.

In its recent quarterly release, Cord Blood Registry (a leading US private cord blood bank) said a further two cord bloods were released for use by a sibling in each family – one to treat acute myeloid leukemia and the other to treat a serious blood disease, Diamond Blackfan anemia.

A further five samples were released for pre-transplantation testing.

“The growing number of requests for release of cord blood to the families who stored them is an important indication that the medical community is increasingly using autologous and genetically-related cord blood stem cells to help save lives,” said David Harris, Ph.D., CBR scientific director and professor of immunology at the University of Arizona.

“It is particularly encouraging to see the benefits of cord blood stem cells extend to patients with diverse unmet medical needs. This includes a number of regenerative medicine therapies which require a patient’s own stem cells,” he said.

In New Zealand, CordBank has already released one sample for pre-transplantation testing. The four year old concerned is due to be treated with her own cord blood in the next few weeks and all our thoughts are with her and her family.



## Umbilical cord stem cells beat bone marrow for Leukemia transplants

Latest research published in The Lancet (a leading medical journal) reports that cord blood can now be considered the treatment of choice.

Doctor John E Wagner, director of the bone marrow transplant

programme at the University of Minnesota and the lead researcher of this new study, said “from my point of view, it now demonstrates that cord blood can be considered a first-line therapy and not an after thought”.

Published in June 9th issue, Dr Wagner said, “with bone marrow you have to match eight antigens and

in cord blood, you only need four matches”.

“With cord blood you can find a match for most patients, where with marrow you cannot”.

He added that right now, matches cannot be found for half of all leukemia patients who need transplants.

# New law says parents-to-be must be told about cord blood banking



Last month, legislation was passed in New York that requires the Department of Health to tell the public about the benefits of cord blood banking.

Assemblyman Joseph R. Lentol said he believed that the bill may be one of the most important passed for expectant families this year.

"Many young couples and growing families do not yet know how important it is to consider storing umbilical cord blood after the birth of a child – because it could be a lifesaver if someone in their family develops certain serious diseases.

The option to store cord blood must become better known.

Pregnant women should be receiving information early so they

can make an educated decision about whether or not to store their baby's umbilical cord blood after birth, especially since there are now more than 70 diseases that can be helped through cord blood transplantation".

New York's legislation will directly address study data published in the Journal of Reproductive Medicine indicating that while many expectant parents have heard of, or know a little about umbilical cord blood banking, only 14% of those people were educated by their health care professionals.

"This legislation will help everyone, doctors and patients alike, get the information they need to make the right choices for their children", said Lentol.

## More adults being treated with cord blood

Cord blood transplants, originally only done in children, are now being performed routinely for adults with Leukemia.

Doctor John E Wagner, director of the bone marrow transplant programme at the University of Minnesota, said of the 8,000 transplants done to date, half have been in adults.

## Your questions answered

Q: What are the odds a sibling can use another sibling's stem cells?

A: It's up to twice as likely that siblings could use each other's newborn stem cells for treatment of cancers or genetic diseases compared to stem cells from the same siblings bone marrow.

Q: What are the benefits of banking cord blood stem cells for each child in the family?

A: Saving stem cells from each child ensures a perfect genetic match for each child, so they could potentially be used for treating many cancers and blood disorders, and even for cell and tissue regeneration.



0800 CORDBANK  
(0800 267 322)

[www.cordbank.co.nz](http://www.cordbank.co.nz)

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