

Inception Lifebank
CANADA'S #1 CORD BLOOD PROGRAM

by CooperSurgical®

The incredible power of newborn stem cells





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.

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 systems¹ in the treatment of more than 80 conditions, including²:



Blood disorders

sickle cell anemia



Cancers

leukemia and lymphoma



Immune disorders

severe combined immunodeficiency



Metabolic disorders

Krabbe disease

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.²



Regenerative medicine

There are more than 100 studies worldwide that have been initiated to investigate cord blood's value in regenerative medicine,³ which focuses on establishing or restoring normal function in the body.^{4,5} 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'⁵ potential for improving conditions that can arise and cause difficulty during a person's lifetime. Some areas currently being researched include:^{4,5}



Autoimmune

lupus and type 1 diabetes



Orthopedic

osteoarthritis



Cardiovascular

heart disease



Tissue or organ damage

liver and lung disease

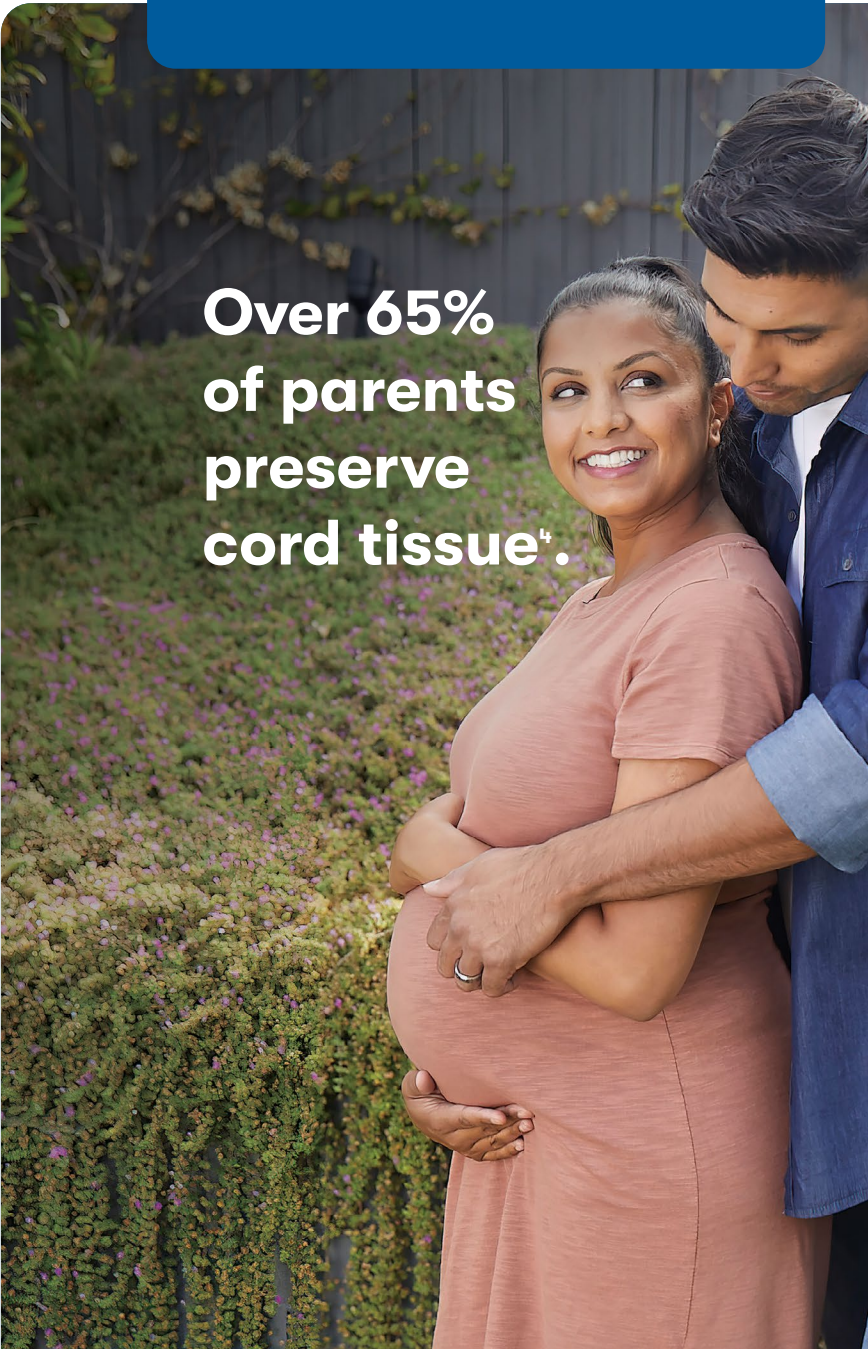


Neurological

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 65%
of parents
preserve
cord tissue⁴.

Why is Inception the #1 choice of Canadians?

Inception Lifebank is **Canada's largest and most experienced** family cord blood and tissue bank, with over 25 years of expertise. It is a subsidiary of CooperSurgical®, a renowned name in women's healthcare, and is part of the **world's largest newborn stem cell preservation bank** – with more than 1.2 million newborn stem cell samples stored.

Trusted partner of leading Canadian hospitals

Inception Lifebank is honoured to be **the only family cord blood program** in Canada that **has official partnerships** with world-class medical and research institutions.



Our overall strength and stability are why our partner hospitals are confident enough to enter long-term partnerships.

Our Difference

○ Experience

Inception Lifebank currently stores more than 75% of the total cord blood samples banked for Canadian families. In addition, we have released more cord blood units, used for treatments and clinical trials, than all other Canadian cord blood banks combined.

○ Quality

With a 100% successful release rate, all cord blood units released for use have been accepted for transfusion into patients, validating our processing, storage and shipping methods.

○ Convenience

Our dedicated team of Newborn Stem Cell Educators will answer all of your family's questions about newborn stem cells, clinical trials, and how to get started. Inception Lifebank is available at ALL Canadian hospitals and home births with worry-free bedside pickup.

○ Expertise

We are dedicated to the long-term safety of your newborn's stem cells by continuously investing in lab advancements, storage facility innovations and product development. We own our world-class lab in Tucson, Arizona, and perform our own processing and quality testing, helping to safeguard the security of your child's precious stem cells.

Licenses and Accreditation

Inception Lifebank is fully licensed for the collection, processing and storage of umbilical cord blood with AABB accreditation, Health Canada registration, FDA registration, and CLIA certification. Moreover, the company's quality standards have been recognized through ISO 9001:2015 certification – the international standard for quality management systems.



Our
families
inspire
everything
we do



Family Stories

A remarkable impact on Brodie's life



Condition: Cerebral Palsy

Brodie was diagnosed with cerebral palsy at 18 months old. His symptoms were limited movement on his left side and development delays. Brodie was one of the cord blood recipients in the MCRI Phase I trial.

“Since the cord blood treatment Brodie's increased movement and strength in his left arm has had a significant impact on his quality of life. He is definitely brighter and more engaging since the infusion.”

Brenda, Brodie's mom

Cord blood gave Sasoun a future



Condition: Severe Combined Immunodeficiency Syndrome (SCID)

Dr. Michael and Armené K. never imagined needing their firstborn's preserved stem cells for their children. But when their second son, Sasoun, was diagnosed with Severe Combined Immunodeficiency Syndrome (SCID), a rare genetic disorder, everything changed. Without the treatment with his older brother's newborn stem cells, Sasoun would have had a life expectancy of only two years.

“The treatment that Sasoun received gave him a future. Without it, he may not have been here today.”

Armené, Sasoun's mom

Learn more about their stories at
insception.com/blog

A healthier tomorrow starts today

With so much progress in science, I'm excited to see what the future holds for newborn stem cells. Not only can these cells be used for FDA-approved stem cell transplants today, there are hundreds of clinical trials in regenerative medicine exploring potential treatments for conditions that currently have no cure. We've only scratched the surface.

Janelle Cooper, MD FACOG
Board-certified OB/GYN



A physician's perspective

We know in Canada, there are over 1,000 people per week looking for a match for a stem cell transplant. Given our diverse ethnic backgrounds, this makes finding a perfect HLA match very difficult. If you have your own stem cells, this removes some of the barriers.



Christy Peters, MD OB/GYN
Markham Stouffville Hospital

As parents, there isn't anything we wouldn't do to ensure the wellbeing of our children. That's why two years ago, when I had my twin boys, I made the decision to store their newborn stem cells, as I know how valuable it can be in the future.



Sheila Thakkar, MD OB/GYN
Cortellucci Vaughan Hospital

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 safely to our facility for secure storage.

Making peace of mind affordable

Annual storage plans

Choose between cord blood only or cord blood & cord tissue

Cord Blood

1st year payment

\$1,278*

Processing and storage fee

OR

\$107 per month for 12 months*

2nd year onwards

\$153*

Storage fee per year

Cord Blood & Cord Tissue

1st year payment

\$2,086*

Processing and storage fee

OR

\$174 per month for 12 months*

2nd year onwards

\$291*

Storage fee per year

Prepaid storage plans also available



18-year
prepaid

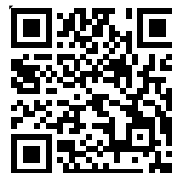
30-year
prepaid

Lifetime
prepaid

Refer a Friend Program

You can receive a cheque or storage credit to use towards future cord blood storage fees. Your friend saves too!

For more information visit
www.insception.com/refer-friend



Scan the QR code to access full pricing details or visit:

insception.com/pricing-overview

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.inspection.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. 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.