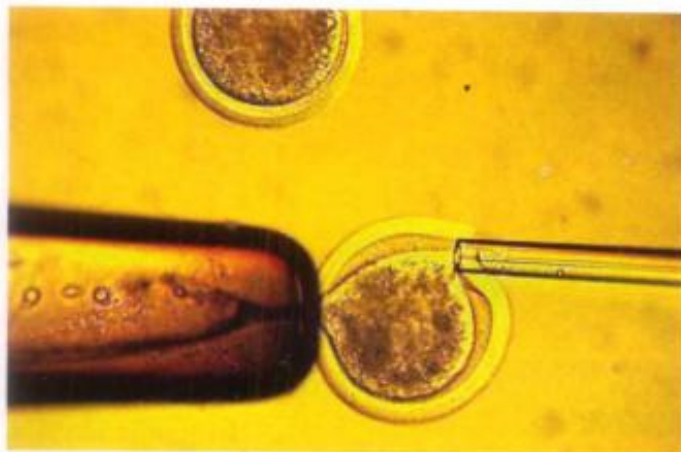


was identified that the tissue is also a rich source of Mesenchymal stem cells (MSCs) which are superior to bone marrow MSCs, as they are fetal in nature and therefore more robust. These stem cells are preserved cryogenically (at -196oC for potential medical use in the future. Whenever the stem cells are required for therapy they can approach the bank. One can save the umbilical cord blood



scientists have found that stem cells have the potential to cure nearly 75 life-threatening diseases.

stem cells for their child by planning the same a few weeks in advance before the expected delivery date.

LifeCell currently offers both the banking services-- the umbilical cord blood stem cell banking, which is a rich source of haemopoetic stem cells and the recently launched umbilical cord tissue banking. The Cord tissue banking service is a technology developed by LifeCell at their in-house R&D center.

In the last few decades invest-

ments in basic science research have yielded extensive knowledge on the characteristics and roles of stem cells, which has paved way for understanding their uniqueness. Currently, scientists have found that stem cells have the potential to cure nearly 75 life-threatening diseases.

Launched in November 2004, LifeCell is India's first & largest umbilical cord blood stem cell banking and stem solutions provider to bring the revolutionary medical breakthrough of umbilical cord blood stem cell banking to the country. LifeCell has a state-of-the-art Stem Cell Processing and Banking

facility in Chennai. The company has a technology tie-up with CRYO-CELL International (CCI) USA, who have mastered the technology of stem cell banking over the last 18 years.

In a short span of 5 years LifeCell has built a strong clientele base of 20,000 customers trusting their child's precious stem cells with the company. Today, LifeCell is known as the pioneers in the industry and is undoubtedly one of the most trusted names in the cord blood stem cell banking sector.

Over the years, LifeCell has also moved and expanding its service offerings to meet the growing demands of the Industry not just in India but even in the overseas market such as Dubai and Sri Lanka. LifeCell has set up over 50 centers across Asia and is increasing its presence in the tier II and tier III markets rigorously. It is the first stem cell banking company to receive the prestigious Accreditation from American Association of Blood Banks (AABB) and DSIR Accreditation from Govt. of India. More information on stem cells is available on www.lifecellinternational.com

The standard fee to bank your baby's cord blood stem cells would include an initial fee of Rs. 36,000 and an annual storage fee of mere rupees 2000 for 20 years. Incase if one intends to save the umbilical cord tissue as well in such case the initial payment is Rs. 42,000 with an annual storage fee of Rs. 2500.

One can reach LifeCell at their toll free number: 1800-103-5353 or SMS: LIFECELL to 53456. Sales information can also be received through Helpline at 9677112233 or mail to contactus@lifecellinternational.com.

Banking your child's stem cells is once-in-a-lifetime opportunity and parents must harness the power of stem cells...for their child, and their family. ●