

MediCell News

AUTUMN/WINTER 2008

Welcome to the Second edition of MediCell News. Published twice yearly, this newsletter will keep you abreast of all recent news in cord blood storage and stem cell research worldwide. If you would prefer to receive this letter via email please send an email to stemcell@medicare.ie, in the subject heading place "Newsletter" and in the body of the text place your email address and sample code.

SEASONS GREETINGS

Medicare Health & Living wish all of our Clients a very happy Christmas and a prosperous New Year.



C'ELLE

C'elle is a revolutionary new technology which allows women to collect stem cells from their menstrual blood. Launched in the United States in 2007 by Cryo-Cell Int. this new technology will soon be available for Irish & UK clients from Medicare Health & Living.

New research shows that menstrual fluid contains stem cells that are self renewing. These stem cells can be collected, processed and cryo-preserved easily for potential use for therapies in the future.

Menstrual stem cells are unique as they have similar characteristics and properties to bone marrow & embryonic stem cells in that they multiply rapidly and are able to differentiate into many other types of stem cells such as neural, cardiac, bone, fat, cartilage and many more.

Initial research suggests that as well as potential use by the donor these stem cells may have the possibility to benefit other members of the family e.g. a parent or sibling.

Medicare Health & Living will be in contact with our clients in the coming months with more information on this new technology.

CORD BLOOD STEM CELL AWARENESS CAMPAIGN

In June 2008, Medicare Health & Living invited Professor Colin McGuckin & Dr Nico Forraz of Newcastle University for a two day visit to Dublin in order to raise awareness of cord blood stem cell preservation nationwide. A very successful campaign began and will continue into 2009. The objective of our campaign is to increase awareness of the advantages of cord blood stem cell preservation. With the help of our valued clients, information on cord blood stem cell collection and storage reached a number of interested media sources. Knowledge and awareness is the key to making cord blood

stem cell preservation, whether it be for private or public use, an accessible service in Ireland. 50% of our clients are healthcare professionals showing that the confidence in research and published uses of cord blood stem cells is strong. Medicare Health & Living will keep you updated on our campaign as it continues. In the meantime all published articles and interviews can be found on our website via the news tab on our home page www.medicare.ie.



INTERESTING LINKS

www.parentsquidcordblood.org

www.clinicaltrials.gov

www.futurehealth.co.uk

www.irishhealth.com

STEM-CELL TESTS OFFER HOPE TO HEART-DEFECT BABIES

Cells from umbilical-cord blood have been used to build early versions of laboratory-grown heart valves that could in future save the lives of sick children. The "valves", constructed around biodegradable scaffolds, are made in much the same way as their natural counterparts. Scientists believe that with improvements they could provide perfectly matched replacement valves for infants born with heart defects. Often it is impossible to repair malfunctioning heart valves in newborn babies. Instead replacements have to be obtained from human or animal donors, or made from artificial materials. However these substitutes cannot grow and change shape as a child develops. Two or more operations may be needed to replace out-grown valves. Animal tissue may also stiffen over time and wear out quickly, and children with artificial

valves must also be treated with blood thinners. The new approach involves growing replacement valves from stem cells taken from a child's own umbilical cord blood. Stem cells are immature cells that can develop into different tissue types. Dr Ralf Sodian, from the University Hospital of Munich in Germany, who led the research, said: "In our concept, if pre-natal testing shows a heart defect, you could collect blood from the umbilical cord at birth, harvest the stem cells, and fabricate a heart valve that is ready when the baby needs it." The research raises the possibility of building laboratory-grown replacement heart valves from a child's own tissue. Once implanted in a child, the scaffold would disappear, leaving the valve in place. Dr Sodian said many problems still had to be overcome, such as how to ensure the valves function properly after being implanted. But he added: "Tissue engineering provides the prospect of an

ideal heart valve substitute that lasts throughout the patient's lifetime and has the potential to grow with the recipient and to change shape as needed."

**Source: Irish Examiner
11/11/2008
(www.irishexaminer.com)**



CEREBRAL PALSY – DALLAS HEXTELL & CHLOE LEVINE

In late 2007 & early 2008, two interesting stories hit the American news wires. Both were regarding two toddlers, Dallas Hextell & Chloe Levine who were diagnosed with Cerebral palsy.

Dallas Hextell

At 8 months of age Dallas Hextell from Sacramento was diagnosed with Cerebral Palsy. At 18 months, his physical development was similar to that of an 8 month old. At birth, Dallas's parents had decided to bank his Umbilical Cord blood, this decision was to change theirs and Dallas's life. Duke University had begun Clinical trials on Cord Blood Stem Cells

& Cerebral Palsy and as Dallas had his own Cord blood stored he was accepted into the Trial. His own cord blood stem cells were put back into his blood stream in the hope that they would find their way to the damaged tissue to repair it. Within 5 days Dallas said his first word and within 3 months his muscle control had improved so much that he was crawling.

Chloe Levine

At 12 months old Chloe Levine was diagnosed with Cerebral Palsy which affected only the right side of her brain. Chloe's cord blood stem cells had also been banked at birth and she

was also accepted into the Duke University Trial. Within two months of Chloe receiving an infusion of her own cord blood stem cells she was walking and running around.

For more information on Duke University visit:

www.duke.edu

For a list of cord blood stem cell transplants that have taken place visit:

www.parentsguidecordblood.org



Special Offers during Christmas & New Year

All our stem cell clients receive a 15% discount on any U mamma treatment booked over the phone and a 10% discount on items bought in our mother & baby shop (this discount does not apply to orders placed online).

Breastpumps

Mini Electric (New Edition)



Only €74.50

Swing



Only €99.75

(Offer available in-store or via www.umamma.ie only)

Free delivery on all our rental items – Symphony & Lactina Breast Pumps & TENS machines

New Products



From €13 Klippiis let you make anything a bib — napkin, cloth, kitchen towel. Just clip the two rounded fasteners onto whatever's handy, adjust the back and voila!

Visit www.medicare.ie for a full list of products we stock or simply drop into us beside Avoca Handweavers Kilmacnogue. Our mother and baby shop is open Mon-Sat 9-5pm. Over the Christmas Period we are closed from 24 December at 2pm until January 4th.

Holistic Sanctuary

New Mums Package €145
Original price €190 Save €45

This 90 minute package consists of one half hour therapy and one full hour therapy to get New Mums feeling rebalanced and refreshed. A therapeutic, Holistic Back, Neck and Shoulder Massage will release deep seated tension. The Ultimate Holistic Facial will not only hydrate, smooth and brighten the skin but this facial will bring on profound peace and tranquillity to the mind and body.

Papa's Time €85

Now's the time for dads and dads to be to relax and destress! This perfect one hour "Chill Out" treatment includes a soothing and detoxifying back, neck and shoulder massage and finishes up with a stress buster facial. This powerful combination will have dad feeling revitalised and ready for the festive season

Bliss Therapy €85

Gift wrap the ultimate combined experience with a U Mamma Bliss Therapy. A customised one hour top to toe experience evoking the feelings of peace and contentment. The U Mamma Bliss Therapy alleviates the aches and pains associated with pregnancy and beyond, relieves fluid retention, detoxifies and restores skin's balance.

Forest Essentials

Gift packages starting at €50. A selection of Forest Essential oils and creams packaged together or simply create your own with the guidance of our U mamma Team.

For a full list of treatments & products visit www.umamma.ie

