VOLUME 2, ISSUE 1

MediCell News

SPRING/SUMMER 2009

Welcome to the Third 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.

CLIENT MEDIA

Medicare Health & Living would like to thank all our clients who returned their completed Media Information forms to us. We now have an extensive database for media interviews available to us.

C'ELLE UPDATE

As mentioned in our previous newsletter, Medicare Health & Living have signed with Cryo-Cell Inc to provide the service of C'ELLE (Menstrual blood stem cell collection) to Irish & UK clients.

We continue to work with Cryocell to ensure that C'ELLE is launched as soon as possible. With positive feedback being received from the US on this valuable new resource, Medicare Health & Living are very excited to be at the forefront of this new product in Ireland & the UK.

Medicare's own stem cell clients will be able to avail of special offers on the launch of C'ELLE in late 2009.

If you require further information, please don't hesitate to contact us or visit

www.celle.com

MEDICARE HEALTH & LIVING CELEBRATES 20 YEARS

Established in 1989, Medicare Health & Living are proud to announce that this year we celebrate 20 years in business.

From small beginnings, we now occupy state of the art premises on the N11 just 30 minutes from Dublin city centre providing a range of maternity and respiratory products and services nationwide

Medicare Health & Living continues to be one of the most widely recognized Irish-owned companies with a good relationship and strong links to many of the country's hospitals as well as a recognised name in many households nationwide.

The recent launch of our new Holistic Sanctuary "Umamma" has only strengthened the commitment we show to ensuring that Mums-to-be are catered for during this most important time of their lives and coupled with our Mother and Baby shop in our premises in Kilmacanogue our services continue to flourish.

Medicare Health & Living recognise the fact that none of this would have been achieved without the loyalty of our clients and customers and for this we say a big THANK-YOU.

Interesting links

www.parentsguidecordblood.org

www.clinicaltrials.gov

www.stemcells.net

CORD BLOOD STEM CELL AWARENESS CAMPAIGN

For the second year running, Medicare Health & Living invited Professor Colin McGuckin & Dr Nico Forraz to visit Dublin to continue with our cord blood stem cell awareness campaign. Professor McGuckin & Dr Forraz are both well-established stem cell biologists, based in Lyon France. Recently professor McGuckin launched a new international adult stem cell research consortium "Novussanguis".

During their visit, along with a number of radio and media interviews, Professor McGuckin and Dr Forraz also met with members of the Department of Health to discuss the advantages of Ireland having a national public cord blood bank. With Ireland's growing ethnic diversity, it will soon become a difficult task to find successful matches from European cord blood banks that are currently being used. A public cord blood bank will also enable Ireland to contribute to world cord blood bank registries.

In addition to meeting with the Department of Health, Professor McGuckin and Dr Forraz also met with Deputies Alan Shatter & James Reilly of Fine Gael.

Our website will be updated regularly to include any recent news reports in relation to our cord blood stem cell awareness campaign.

www.medicare.ie

For the latest news reports on cord blood stem cell treatments, visit www.medicare.ie

STEM CELL THERAPY 'REDUCES SYMPTOMS OF MULTIPLE SCLEROSIS'

A group of patients suffering from the early stages of multiple sclerosis have shown significant improvements in their condition after being injected with stem cells, scientists say.

Symptoms were reduced in 17 sufferers in a test group of 21 after they were treated with blood stem cells taken from their bone marrow. These haemopoietic cells, which are the precursors to all the components of blood, were used to replace types of white blood cell that attack the central nervous system in MS sufferers.

About 85,000 people in Britain suffer from MS, which is incurable. It weakens the body's nervous system and, in most cases, causes gradual and irreversible neurological damage.

The research, conducted by doctors at Northwestern University Feinberg School of Medicine, Chicago, involved using drugs to remove the immune system cells (lymphocytes) that were damaging the nervous system and then replacing them with stem cells.

The scientists found that the new lymphocytes formed from the stem cells effectively "reset" the patient's immune system and no longer caused any nerve damage. This appeared to help the body to rebuild myelin, the sheath that protects nerve fibres from becoming damaged.

Of the 21 patients, 17 showed improvement — regaining balance, having fewer problems walking and suffering less leg weakness — and nerve damage at least stabilised in the other four patients.

Richard Burt, an immunologist at Northwestern University, said that the findings were promising. "It is the first therapy shown to reverse neurological disability in multiple sclerosis and turn the tide of the disease," he said.

Dr Burt said that further studies involving a larger number of patients were required to confirm his findings, which are published today in The Lancet Neurology.

A control trial, in which patients are randomly assigned the treatment or a placebo, has been approved with 110 patients and research teams in the United States, Canada and Brazil.

The 21 patients, who had an average age of 33, were in the early stage of the disease — known as the relapsing-remitting phase — which is characterised by intermittent symptoms.

Over a period of between 10 and 15 years most patients develop second-phase MS, characterised by gradual and irreversible damage. Available therapies, including steroids and interferons, are effective mainly in the relapsing-remitting phase.

The study showed that 81 per cent of the patients improved by at least one point on the Expanded Standard Disability Status Scale, which grades severity of disability between 1 and 10. No final score was lower than before the stem cell transplantation, while in almost half of cases they improved by two or more points on the scale. The procedure was well tolerated, with only five suffering minor side-effects that improved with treatment.

Dr Burt and colleagues followed up the patients, 11 women and 10 men aged between 20 and 53, for three years. None experienced a relapse.

Writing in an accompanying commentary, Professor Gianluigi Mancardi, of the University of Genova, Italy, said: "The results imply this is a valuable alternative to the transplant conditioning therapies used so far."

Doug Brown, research manager at the MS Society, said the results were encouraging. "It's exciting to see that in this trial not only is progression of disability halted, but damage appears to be reversed," he said. "Stem cells are showing more and more potential in the treatment of MS."

'It's amazing to feel normal'

Multiple sclerosis had left Barry Goudy, a car salesman from Michigan, struggling to work, often unable to climb stairs and needing hospital care after attempting a round of golf (Sam Lister writes).

After suffering the disease for eight years — with aggressive relapses every five or six months — Mr Goudy underwent a stem-cell transplantation in 2003 when he was in his mid-forties. In the five years since, he has not experienced any symptoms of the disease. "I am MS-free — it's just amazing," he said. "I used to suffer from all this numbness. I used to have to leave my job to go home and rest. It was terrible."

After five days of chemotherapy — which effectively removed his immune system — Mr Goudy was injected with the stem cells that reconfigured his white blood cells, halted the fatigue and transformed his life. "I live a normal life," he said. "I am on no medicine at all."

Source: Times Online: 30 Jan 2009

Article: http://www.timesonline.co.uk/tol/life_and_style/health/article5614644.ece

MENSTRUAL BLOOD STEM CELLS MAY SIGNIFICANTLY INCREASE YIELD OF CORD BLOOD STEM CELLS

Cryo-Cell Presents Study at International Society of Cellular Therapy (ISCT) Demonstrating Potential to Expand Cord Blood Stem Cells for Possible Utilization in Transplantation

Cryo-Cell International, Inc. announced results of a new study showing that adding menstrual blood stem cells (MenSCs) to stem cells from umbilical cord blood expands the number of progenitor cells (cells that grow into mature blood cells). This expansion technique could broaden the therapeutic use of the cells and provide a more readily available supply of stem cells for transplantation. These data will be presented today at the International Society of Cellular Therapy's Annual Meeting in San Diego, Calif.

Stem cells found in cord blood have been proven to treat more than 70 life-threatening illnesses, including leukemia, neuroblastoma, lymphoma and sickle cell anemia. Since the first successful cord blood stem cell transplant in 1988, cord blood stem cells have been used in more than 10,000 transplants worldwide. Cord blood stem cells are readily available, and are easy to collect and cryopreserve. Umbilical cord blood, however, can only be collected at birth and does not yield a sufficient number of stem cells typically required for transplantation - a single cord blood collection yields only enough stem cells for a child or smaller adult. Given these limitations, research has increasingly focused on identifying ways to expand or enhance cord blood stem cells.

Research Summary

The studies were performed by using harvested cells from menstrual blood and cord blood cells collected after childbirth and processed to reduce the number of red blood cells. MenSC samples were obtained using a menstrual cup and were transferred to a laboratory for processing and cryopreservation. Culture results demonstrated a significant increase in the functional capacity of the cord blood stem cells with the addition of MenSCs.

"Identifying strategies to expand the yield of cord-blood derived stem cells has been an ongoing challenge," said Julie Allickson, Ph.D., study investigator and Vice President, Laboratory Operations, Research and Development at Cryo-Cell International, Inc. "Further study will confirm whether MenSCs may be a potential solution to more readily available stem cell sources."

"We are clearly encouraged by this research showing the potential for MenSCs to boost the yield of cord blood stem cells - a major advance with important possible implications to the life-saving benefits of cord blood stem cells which may be significantly increased by utilization of this novel cell expansion technology," said Mercedes Walton, Cryo-Cell's Chairman and CEO. "We continue to make significant progress in advancing Cryo-Cell's robust intellectual property portfolio which includes these newly released findings and other groundbreaking research related to the therapeutic potential of menstrual stem cells."

Menstrual Stem Cells in PLoS Medicine

MenSCs offer a non-controversial and renewable stem cell source that can be collected non-invasively from what is conventionally regarded as biological waste. Cryo-Cell discovered and identified the benefits of stem cells harvested from menstrual blood described in a study published in the April 2008 Cell Transplantation demonstrating that MenSCs have the capability to differentiate into important cells, such as such as bone, cartilage, fat, nerve and cardiogenic cells. Based upon these early findings, researchers believe that MenSCs may potentially be utilized with cell-based therapies in the future to treat serious conditions such as diabetes, heart disease, stroke; and possibly other neurological disorders such as Alzheimer's and Parkinson's disease. MenSCs may also potentially be utilized with customized anti-aging, wound-healing or sports medicine therapies.

On November 1, 2007, Cryo-Cell introduced the proprietary new service Celle (SM) based on the Company's expansive IP technology portfolio. This is the first and only service that empowers women to collect and cryopreserve menstrual flow containing undifferentiated adult stem cells for future utilization by the donor or possibly first-degree relatives in a manner similar to umbilical cord blood stem cells. Based on the continued success of MenSCs in the research setting, Cryo-Cell is actively expanding its portfolio of research collaborations with world renowned scientists committed to study this novel stem cell population for a broad range of regenerative therapeutic development. Further information about MenSCs and the ground-breaking service is available on the website at www.Celle.com.

Source: www.celle.com

Dated: 5 May 2009

Special Offers in our Mother & Baby Shop

(10% discount on items bought in-store in our mother & baby shop for our stem cell clients)

RENTAL ITEMS

(10% discount on first months rental for our stem cell clients)

Hospital Grade Breast Pumps

Medela Lactina

€75.00 per month

(Collection kit sold separately)

Medela Symphony

€95.00 per month

(Collection kit sold separately)

Pulsar TENS Machines

€59.00 per month

NEW PRODUCTS

ELEVEASE (As seen on The Late Late Show)

Price
Chrome: €29.95

White: €24.95

ElevEase is an easy to install Shower Step which reduces awkward bending and stretching while leg-shaving, tanning and exfoliating. ElevEase-the Shower Step easily fits into the corner of any shower unit at knee height. This simple but highly innovative product is held in place with strong adhesive so can be put in place quickly and simply. The design even includes a built in space to fit most razor sizes.

For a full range of products available, visit www.medicare.ie or pay a visit in store to our mother & baby shop located at our Umamma Holistic Sanctuary, next door to Avoca Handweavers, Kilmacanogue, Co Wicklow.

DOOMOO

€48.50

Doomoo arch is an universal play arch designed especially for the doomoo seat and can also be adapted to fit on top of a cradle chair. The soft colourful toys in different shapes stimulates the development and curiosity of babies. The toy height can be adjusted with rings.

€45.00

Doomoo nest is a foot-muff especially designed for the doomoo seat. It keeps the baby warm and safe in its doomoo

Doomoo seat priced separately: from €99.95

HOLISTIC SANCTUARY

(15% discount for stem cell clients on any treatment booked over the phone or in store)

Reiki €75

Reiki is an ancient and natural healing therapy in which the healer's hands act as a channel to balance and harmonise physical, mental, emotional and spiritual levels. Reiki is often described as a warmth or tingling sensation that leaves the body totally relaxed and calm and minimises stress and anxiety levels.

Reflexology €75

Reflexology has been around for centuries as a method for activating healing powers of the body. Reflexology is the physical act of applying pressure to the feet and hands with specific thumb, finger and hand techniques. This treatment will improve circulation, revitalize energy levels and balance the whole system.

Bliss Therapy €95

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.

Don't Forget for Fathers Day, Umamma also have "**papas time**" in their sanctuary. Please see in-store for details

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