



Available at ALL Canadian Hospitals and Home Births

Inception Lifebank provides easy and reliable service to our customers at ALL Canadian hospitals and home births with worry-free bedside pickup.

We are also the trusted partner of key medical institutions:



Affordable Cord Blood Banking for Families

Inception Lifebank offers several options to help fit cord blood banking into your family's budget.

Cord Blood and Cord Tissue Banking

Collection & processing (one-time fee)	\$1,600
Annual storage	\$225

Cord Blood Banking

Collection & processing (one-time fee)	\$1,000
Annual storage	\$125

Inception Lifebank Pricing Details

Applicable taxes, payment plan administration fees and medical courier costs are not included. We offer monthly payment plans to fit your family's needs. Your first payment is due upon the release of your collection kit. Our annual storage fees are guaranteed not to change for 18 years. Discounts are available for existing clients and multiple births. You may have coverage through private insurance. Please check with your specific plan. Your healthcare provider and/or hospital may charge an additional fee for collection.

We have offices across Canada to serve you better, and we're growing!

Speak to a cord blood expert near you, or visit www.inception.com/locations for more information.

Toll Free:	1.866.606.2790
Burnaby, BC:	604.738.2722
Calgary, AB:	403.252.2237
Ottawa, ON:	613.225.3899
Mississauga, ON:	905.206.2790
Mount Sinai, Toronto, ON:	416.586.4800 ext. 4251
Sunnybrook, Toronto, ON:	647.456.4908
Montréal, QC:	514.206.3558



Inception Lifebank

CANADA'S #1 CORD BLOOD PROGRAM

20th
Anniversary



Discover the Power of Cord Blood and Cord Tissue Stem Cells

www.inception.com
1 (866) 606-2790

Learn more at www.inception.com
© 2016 Inception Biosciences Inc., All Rights Reserved.
V02-ENBRO2016 - Jan. 28, 2016. Subject to change without notice.



What is Cord Blood?

Cord blood is obtained from your baby's umbilical cord at birth, after the cord has been cut. It is a rich source of powerful blood stem cells that are a perfect match for your baby, and a potential match for your family!

Cord blood collection is a fast, painless and risk-free procedure that your healthcare provider can perform so that the precious stem cells are not discarded as medical waste.



Cord Tissue Banking

Expectant parents can now bank a segment of their baby's umbilical cord, which is a rich source of mesenchymal stem cells (MSCs). The MSCs from cord tissue are different from the stem cells in your baby's cord blood.³

The Benefit of Cord Tissue

Clinical trials have been initiated to investigate the potential of MSCs from several different tissues in a variety of therapeutic areas, including heart failure, stroke, rheumatoid arthritis, Alzheimer's disease, Crohn's disease, liver disease, osteoarthritis, multiple sclerosis and many more.²

Although scientists are optimistic that new cutting-edge therapies will result from cord tissue research, the application of cord tissue MSCs is in the early stage of clinical development.

1. <http://bethematch.org/Support-the-Cause/Donate-cord-blood/Cord-blood-is-changing-lives/>

2. <https://clinicaltrials.gov>

3. Nagamura-Inoue and He (2014) World Journal of Stem Cells 6(2): 195-202 Umbilical cord-derived mesenchymal stem cells: Their advantages and potential clinical utility

Why Inception Lifebank?

Canada's Leading Cord Blood Program

- Offers **Cord Blood** and **Cord Tissue** banking
- Available at **ALL** Canadian hospitals and home births
- Released more cord blood units than all Canadian cord blood banks combined
- 100% successful release rate of cord blood units
- Achieved highest level of voluntary accreditation (AABB and FACT)

Delay or Collect? You Don't Have to Choose!

You don't have to choose between either delayed cord clamping **OR** collecting cord blood stem cells. The fact is you can do both. Please speak to your healthcare provider about your options.

Free Parent Education Session

Attend a Parent Education Session in person or online with a Cord Blood Expert. Visit inception.com or call **1 (866) 606-2790** for more information.

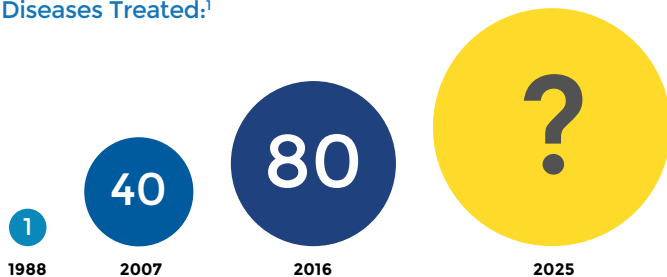
www.inception.com
1 (866) 606-2790



The Power of Cord Blood

Today, cord blood stem cells can be used in the treatment of over 80 diseases.¹ Emerging research is expanding the list of diseases and conditions that may be treatable with cord blood, including autism, cerebral palsy, stroke, diabetes and spinal cord injury.²

Diseases Treated:¹



So much has changed since the first cord blood transplant over 25 years ago. Imagine what may be treated in the next 25 years!