

The background of the advertisement is a warm, close-up photograph of a young child with blonde hair, smiling broadly and showing their teeth. The child is being held by an adult, whose face is partially visible on the right side of the frame. The lighting is soft and natural, suggesting an outdoor setting. The Genecord logo is positioned in the upper left quadrant, and a yellow rectangular box containing the slogan is in the upper right. A block of descriptive text is located in the lower right area of the image.

Genecord™

PRESERVING  
THE  
FUTURE  
POSSIBLE

Genecord provides unparalleled step-by-step support in the collection and long-term storage of nature's richest source of lifesaving, non-controversial stem cells.

At Genecord we provide a clinically proven, professional cord blood collection, storage and support service that gives you peace of mind for the future.

The decision to store your child's cord blood cells is not just about the promise of what we know we can achieve in the here and now, it's about investing in what is to come - a small and simple stake in an almost boundless future potential.

For your child, for their siblings, and even for family members – the disease-fighting possibilities of cord blood stem cells grows exponentially year on year. It's science we believe in and are committed to making available.

From the moment you make the decision, through the collection of the cord blood immediately after birth, and into the years of storage that follow, Genecord provides a highly supportive but unobtrusive level of customer service and post-storage care that sets us apart.

### THE PROCESS

#### YOUR ENROLLMENT

As with each and every step in this process, our medical personnel are always on hand to provide insight and support. Once you enroll with us your documentation and medical history will be carefully reviewed before sign-off. In the unlikely event that any medical issue would impact the collection of your child's cord blood,

we will personally address it with you.

#### YOUR KIT

Once you've made the decision to invest in your child and your family's future with Genecord, you'll receive our customized Welcome Kit just a few days later. You should keep it packed with all the other essentials in your hospital bag to be sure you don't forget it on the big day.

#### YOUR BIG DAY

The hand-off of your Genecord Kit couldn't be simpler – just give it to your doctor when you arrive at the hospital and you're done. The process is streamlined and easy because we know you've already got enough to think about.

#### YOUR PICK-UP

When all the hard work is done and you're holding your newborn in your arms your doctor will

## A SIMPLE INVESTMENT

Genecord offers one product at a singular and affordable price. The benefits of private stem cell storage are vast and growing each year. The science is dynamic and complex. Your pricing doesn't need to be.

	Genecord	VIACORD	CRYOCELL
Total 20 yr. Cost	\$2,595	\$4,625	\$4,449
Processing Fee	included	\$1975	\$1,799
Courier Fee	included	\$125	\$125
Annual Fee	included	\$125	\$125

proceed with the simple and painless collection of the cord blood. All it takes is a call to us and our courier will arrive to discreetly, quickly and safely transport your package back to our lab for processing and storage.

#### YOUR CONFIRMATION

Within a few days an email confirmation will be sent to you letting you know that your

baby's blood is healthy and viable for storage – giving you peace of mind for your child and your family's future.

#### YOUR UPDATES

Every year on your child's birthday we'll share an email update filled with all the latest cord blood-related scientific advances, keeping you and your family connected with each new advance that emerges – and those that follow.

#### THEIR FUTURE

It seems like a lifetime away now, but on your child's eighteenth birthday they will receive full ownership of their Genecord Account. This puts the power of the future possible into their hands – not only for themselves but for their entire family. To us, it's perhaps the greatest birthday gift they could receive.

GENECORD.COM



## EXPERIENCE PEACE OF MIND

From a dedicated team of personnel available 24/7 to answer any question or address any eventuality, to our commitment to building a long-term relationship with all those who choose us, we believe your investment in the next generation, deserves our highest level of care.

Call us today to enroll at (877) 783-7836 or visit us online at [GENECORD.COM](http://GENECORD.COM)



Track and Share the Countdown to Your Big Day and Organize Your Hospital Bag Checklist with the Genecord app.

# Genecord™

## PRESERVING THE FUTURE POSSIBLE

[GENECORD.COM](http://GENECORD.COM)