



Plan for your family's  
future health, your way.

**ViaCord**  
From Revvity

# When it comes to your family's health, nothing is more important.

At ViaCord, we're fueled by a single mission:  
***empowering families to plan for a healthier future.***

That's why we offer a range of services, from secure cord blood storage to cutting-edge genetic testing, to help parents just like you prepare for their family's health journey with confidence and peace of mind.

Feel good about taking time to learn more about how ViaCord can help you plan for your family's future health . . .

- ✓ Take Proactive Approach
- ✓ Make Informed Decisions
- ✓ Enjoy Peace of Mind

## Discover What's Possible



### Cord Blood & Cord Tissue Banking

Preserve stem cells from your baby's umbilical cord. Stem cells have special qualities capable of repair and restoration - like a biological repair kit. They offer a potential healing resource for your family.



### Newborn Genetic Health Insight Tests

ViaCord is the only cord blood banking enhancing the cord blood banking experience with optional genetic tests that deliver early, actionable health insights based on a child's unique DNA.



### Adult DNA & Wellness Tests

No matter where you are on your journey, DNA genomic testing offers a wealth of information that can empower you to take proactive steps towards better health and wellness.

## UNTAPPED POTENTIAL

# Your newborn's umbilical cord

After your baby is born the umbilical cord contains leftover blood and tissue. It's typically discarded as medical waste - however it provides easy access to two sources of valuable stem cells with unique healing potential - that can help you prepare for your family's future health journey.

## Cord Blood & Cord Tissue Banking

Cord blood and cord tissue banking involves collecting, processing, freezing, and storing (banking) the stem cells found in the umbilical cord for a family's potential future use. Collecting cord blood and cord tissue is:

- Safe and painless
- Can be done with delayed cord clamping
- Won't interfere with birth plan or bonding time



### CORD BLOOD



#### Stem Cell Type

**"BLOOD-FORMING STEM CELLS"**  
Hematopoietic Stem Cells (HSCs)

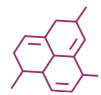
#### Can Develop Into

**Red** blood cells, **white** blood cells, and **platelets**.

#### Why Special?

Can **rebuild** and **blood and immune system** in stem cell transplants.

### CORD TISSUE



**"REGENERATIVE STEM CELLS"**  
Mesenchymal Stem Cells (MSCs)

Various cell types like **bone**, **muscle**, and **cartilage**.

Known for their natural **regenerative** and **anti-inflammatory** properties.

# How can cord blood & tissue be used?

Today's Treatments. Tomorrow's Breakthroughs.

Since cord blood and cord tissue contain different types of stem cells (HSCs and MSCs) each has the potential to help heal the body in different ways. Saving both cord blood and cord tissue could mean more therapeutic options for your family.



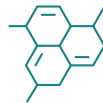
## STEM CELLS TRANSPLANTS CORD BLOOD

Stem cells from cord blood can be used in transplants to rebuild a healthy blood and immune systems in patients with certain:

- Cancers
- Blood disorders
- Metabolic disorders
- Bone Marrow Failure Syndromes
- Immunodeficiencies, and more.

Most are inherited genetic diseases, so a child usually needs stem cells from a sibling or another donor, but a few conditions can use a child's own cord blood stem cells in treatment

Cord blood has been a reliable, effective, and life-saving source of stem cells in transplant medicine for over 30 years.



## REGENERATIVE MEDICINE CORD BLOOD + CORD TISSUE

The unique qualities of cord tissue and cord blood stem cells have attracted attention from researchers interested in exploring their potential applications in regenerative medicine clinical trials and research to potentially regenerate or stimulate the body's self-healing abilities.

Areas of cord blood research include:

- Cerebral Palsy
- Cardiac Conditions
- Hearing Loss

Areas of cord tissue research include:

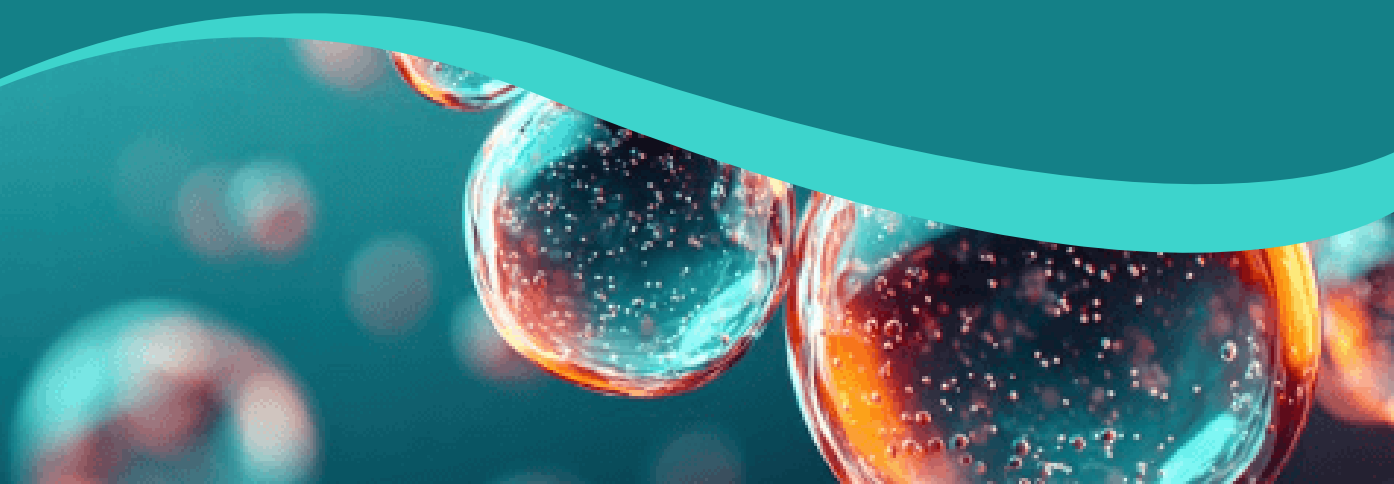
- Autoimmune
- Parkinson's
- Sports Injury



## DNA HEALTH INSIGHTS CORD BLOOD

Cord blood offers benefits beyond stem cells. ViaCord is the only private cord blood bank offering genetic test options using cord blood that provide early, actionable genetic health insights to help manage the future health and well-being of their child, like understanding a child's genetic risk for developing:

- Celiac disease and primary lactose intolerance
- Hereditary childhood cancers
- Cardiac conditions



# Cord blood banking is helping families today.

When families bank their newborn's cord blood they're planning for the future.

And when they choose ViaCord they're counting on our 30 years of experience, established quality, and service for their family.

More than 625 families have used their cord blood stored with ViaCord in a stem cell transplant or regenerative medicine clinical trial for the child it was collected from or a sibling.

Many families are thankful they had cord blood as an option and we're proud to have helped. Watch ViaCord family's stories at [viacord.com/familystories](https://viacord.com/familystories)

*"The impact that cord blood banking has had on our family is truly indescribable. It saved Rosalia's life."  
- Rosalia's Mom*



## Who may be able to use your baby's cord blood?

The treating physician will ultimately make the decision based on many factors, like:

- Medical condition being treated
- Age and size of patient
- Adequate genetic match if required

### BABY

Your baby is 100% Match to their own stem cells. Your baby may be able to use his or her own cord blood in the treatment of certain non-genetic diseases, clinical trials using a child's own cord blood, genetic health insight tests with ViaCord.

### SIBLING

Full siblings have a 25% chance of being a perfect match and a 50% chance of being a partial match. A sibling may use your baby's cord blood in a stem cell transplant or clinical trial using a sibling's cord blood.

ONLY WITH VIACORD

# Unlock Genetic Health Insights With Cord Blood

ViaCord is enhancing the cord blood banking experience with genetic testing options that deliver early, actionable health insights based on a child's unique DNA. These tests can help parents take a proactive, informed approach to supporting their child's health and well-being from the very beginning.



## Genetic Health Insight Tests



*Optional add-on tests are available with Cord Blood Banking.*

### Newborn Digestive Health

Assesses a child's risk for developing celiac disease and primary lactose intolerance based on insights from the lactase (LCT) gene and genes shown to be indicative of a predisposition for celiac disease.

### Genetic Insights Panel

Analyzes 290+ genes associated with childhood-onset conditions, including the analysis of 50+ genes identified as medically actionable by the American College of Medical Genetics (ACMG).

### Whole Genome Sequencing

Sequences all 22,000 genes and analyzes 2,500 genes with known associations to childhood-onset conditions and medication sensitivities. The sequenced genome can be reanalyzed at any time in the future.

### Newborn DNA Guardian

Parents can preserve a sample of their newborn's pristine DNA at ViaCord's lab for potential future genomic testing.

Please note: Genetic Insights Panel and Newborn Digestive Health not available to residents of New York State.

## Benefits of Genetic Health Insights

- Proactive healthcare
- Early detection

## Benefits of ViaCord's Tests Using Cord Blood

- Immediate value from cord blood.
- Easy, convenient, and multiple test options.
- Genetic counselor services with *Genome Medical* included with genomic tests. Scan to learn more.
- Insights beyond standard, state-mandated newborn screening.
- Trusted results with Revvity Omics, a global leader in genomic testing and ViaCord's sister company.

## How It Works

Tests require cord blood banking and are performed using a small sample of cord blood collected during our standard banking process.

The sample does not affect the quantity or quality of the cells banked. Parents simply add the test to their cord blood banking service.

# Why do families choose ViaCord?

Families choose ViaCord for trusted experience, quality, and innovative services that bring confidence and peace of mind today and into the future. We understand families only have one chance to bank their newborn's cord blood and cord tissue.

*When it comes to your family's health, nothing is more important. That's why empowering yourself with options can be a meaningful step in your family's health planning.*

*When it comes to choosing a cord blood bank, ViaCord is different. Here's how . . .*



## ✓ Experience

Over 30 years of cord blood banking experience and the choice of hundreds of thousands of families.

## ✓ Trust

ViaCord's lab is FDA Registered, CLIA Certified, and AABB Accredited.

## ✓ Established Quality

Over 625 families have used their banked cord blood in a stem cell transplant or regenerative medicine research.

## ✓ Genetic Insight Testing

ViaCord is the only private cord blood bank harnessing the power of cord blood & DNA.

## ✓ Cord Tissue Service

ViaCord processes tissues and stores cord tissue stem cells vs other methods.

## ✓ Innovation

We're supported by the expertise and strength our parent company, Revvity, a global leader in diagnostics and life sciences.

# How does banking work?

A simple and convenient process that can fit into any birth plan. It's:

- Safe & Painless for mom and baby
- Can be done with delayed cord clamping
- C-Section or Standard Delivery
- Doesn't interfere with bonding time with baby

**ViaCord's process is designed to be as easy as possible:**

## 1. Get Your Collection Kit

Order your ViaCord Collection Kit at [viacord.com](http://viacord.com) or over the phone with ViaCord by calling 866-668-4895. We'll ship your kit to your home.



## 2. Collect on Delivery Day

On the day of delivery, give your collection kit to your medical team for them to perform the collection.



## 3. Call ViaCord For Pick Up

We send a courier to pick up your kit at your location and arrange transportation to ViaCord's Processing & Storage Lab.



## ViaCord's Processing & Storage Lab

- Operates 7 days a week, 365 days a year
- Centrally located outside Cincinnati, Ohio
- FDA registered, CLIA and AABB Certified
- 500,000+ stem cell units processed and stored
- Uses same freezers as NIH and CDC
- Storage tanks housed in a FEMA class storage vault
- 24/7 sample monitoring



# ViaCord Services & Pricing

## FOR NEWBORNS

### CORD BLOOD BANKING

**\$ 935** ONE-TIME SERVICE PAYMENT

**\$750 STEM CELL PROCESSING + \$185 FIRST YEAR OF STORAGE**

Preserve stem cells from your newborn's umbilical cord blood. The annual fee to store your baby's stem cells at ViaCord's lab is \$185, starting on your child's first birthday.

### CORD BLOOD & TISSUE BANKING

**\$ 1735** ONE-TIME SERVICE PAYMENT

**\$1365 STEM CELL PROCESSING + \$370 FIRST YEAR OF STORAGE**

Preserve stem cells from your newborn's umbilical cord blood and cord tissue. The annual fee to store your baby's stem cells at ViaCord's lab is \$370, starting on your child's first birthday.

Our 6- and 12-month payment plan options and no payment due until your baby is born, allow you to plan for your family's future for just a few dollars a day.

When it comes to healthcare, knowledge is power. That's why we offer multiple genetic testing options for newborns, so parents can get the information they need to make informed decisions.

### NEWBORN DIGESTIVE HEALTH

**\$ 250** REQUIRES CORD BLOOD BANKING

Gain insight into your child's predisposition for developing celiac disease and primary lactose intolerance.

### GENETIC INSIGHTS PANEL

**\$ 750** REQUIRES CORD BLOOD BANKING

Requires Cord Blood Banking. Analysis of 290+ genes associated with actionable, childhood-onset conditions.

### WHOLE GENOME SEQUENCING

**\$ 2500** REQUIRES CORD BLOOD BANKING

Analysis of 2,500 genes with known associations to childhood onset-conditions and medication sensitivities.

### NEWBORN DNA GUARDIAN

**\$ 175** REQUIRES CORD BLOOD BANKING

Safely and securely preserve a sample of your newborn's pristine DNA for potential genomic testing in the future

## For Adults

### WHOLE GENOME SEQUENCING

**\$ 2500** AT HOME CHEEK SWAB

Sequences all 22,000 genes in the genome and analyzes the 6,000 genes that have known associations with adult-onset conditions.

Ready to order?  
Call 866-668-4895 or visit [viacord.com](https://viacord.com)

# ViaCord

## From Revvity

Our friendly ViaCord Family Consultants are standing by.  
Call 866-668-4895 or visit [viacord.com](https://viacord.com) to chat online.

FOR REFERENCES VISIT [WWW.VIACORD.COM/REFERENCES](https://www.viacord.com/references)

DISCLAIMER: BANKING CORD BLOOD DOES NOT GUARANTEE THAT TREATMENT WILL WORK AND ONLY A DOCTOR CAN DETERMINE WHEN IT CAN BE USED. CORD TISSUE STEM CELLS HAVE NOT BEEN USED IN TREATMENT YET. RESEARCH IS ONGOING. GENOMIC TESTING SERVICES ARE NOT FOR USE IN DIAGNOSTIC PROCEDURES. THE CONTENT SHALL NOT BE USED TO MAKE A DIAGNOSIS OR TO REPLACE OR OVERRULE A HEALTH CARE PROVIDER'S JUDGEMENT. ALWAYS CONSULT WITH A QUALIFIED AND LICENSED PHYSICIAN OR OTHER MEDICAL CARE PROVIDER. REVVITY OMICS TESTING SERVICES: WHOLE GENOME SEQUENCING (ADULTS), WHOLE GENOME SEQUENCING (NEWBORNS), AND GENETIC INSIGHTS PANEL TESTING SERVICES ARE PROVIDED BY REVVITY OMICS. THIS TESTING SERVICE HAS NOT BEEN CLEARED OR APPROVED BY THE U.S. FOOD AND DRUG ADMINISTRATION. TESTING SERVICES MAY NOT BE LICENSED IN ACCORDANCE WITH THE LAWS IN ALL COUNTRIES. THE AVAILABILITY OF SPECIFIC TEST OFFERINGS IS DEPENDENT UPON LABORATORY LOCATION. THE CONTENT ON THIS PAGE IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY, NOT AS MEDICAL ADVICE. IT IS NOT INTENDED TO SUBSTITUTE THE CONSULTATION, DIAGNOSIS, AND/OR TREATMENT PROVIDED BY A QUALIFIED LICENSED PHYSICIAN OR OTHER MEDICAL PROFESSIONALS.

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SEPTEMBER 2026