

## Research and development using stem cells from menstrual blood helps fight against breast cancer

Cryo-Cell International, a global leader in stem cell innovation, is proud to be making progress in the fight against breast cancer through research and development using stem cells from menstrual blood. In honour of National Breast Cancer Awareness Month, Cryo-Cell is supporting Susan G. Komen for the Cure® through C'elle®, the company's service which enables women to collect and cryopreserve stem cells from their menstrual blood.

Cryo-Cell is currently in a research partnership with the National Institutes of Health (NIH) Clinical Centre, where research is underway to better understand the C'elle stem cells and their potential benefit for the treatment of breast cancer. Stem cells from menstrual blood are proven to be a rich source of stem cells which proliferate rapidly and have the ability to become many different types of cells. Since launching its proprietary service nearly two years ago, the company continues to expand research and development initiatives in order to accelerate the potential diagnostic and therapeutic benefits of these unique stem cells.

### 1-in-8 will be stricken

According to the American Cancer Society, there are 2.5 million breast cancer patients and survivors today and an estimated one in eight women will be stricken with this disease at some point in her life. As a part of Cryo-Cell's commitment to finding treatments for breast cancer and to celebrate the promise of C'elle stem cells, the company is donating \$25 to Susan G. Komen for the Cure for every enrolment in the C'elle service, and \$50 for every enrolment in its Protect Baby Protect Mom(SM) package throughout the month of October.

"We at Cryo-Cell continue to dedicate significant resources toward the fight against breast cancer, and emerging science is very promising," said Cryo-Cell CEO Mercedes Walton. "Through our partnership with the National Institutes of Health, it is exciting to have such an integral role in research to understand how C'elle stem cells might help to treat breast cancer. I continue to be inspired by all of the strong and courageous women out there who fight this disease, so it's an honour to support Susan G. Komen for the Cure," she added.

Susan G. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists and has invested more than \$1 billion since inception in 1982.

Source Cryo-Cell International, Inc