

Yes, you can be a hero!

How?

After your **BABY IS BORN**
just donate your placenta
for scientific research

The placenta is an extraordinary organ that forms during pregnancy ensuring the growth and development of the baby

The placenta secretes essential hormones and protects the baby. It is connected to the baby by the umbilical cord and provides nutrients and oxygen, and removes waste products from your baby's blood

The placenta is made of several tissues, cells and bioactive molecules, collectively called perinatal derivatives. After your baby is born, the placenta is normally considered a medical waste and thrown away

A WASTED PLACENTA IS A WASTED OPPORTUNITY!

Bear in mind that perinatal derivatives are obtained from birth-associated tissues such as placenta and umbilical cord and their recovery does not imply any surgical procedure.

More importantly, these derivatives are a valuable source of stem cells, and other biological products that could be particularly useful for the development of new therapies

Why and how are Perinatal Derivatives (PnD) used?

PnD are widely studied for potential applications in **Regenerative Medicine**, a developing branch of research that aims to repair, replace, or regenerate damaged cells, tissues or organs (in case of different diseases, traumas and ageing), in order to restore normal function

- ❖ Scientific research on PnD is focused on their potential to directly replace injured, damaged or diseased cells by:
 - Differentiation, a process by which the PnD cells become tissue-specific cells that can replace the damaged cells and fulfil their function
 - The release of bioactive factors that can help promote regeneration through actions exerted on other cells, such as immune cells or stem cells
- ❖ PnD have shown promising results in the lab, and more studies are needed to effectively translate these lab results into cures for patients
- ❖ PnD are a great source of cells that may be deposited into a tissue bank to be used for research and potentially for future therapies/healthcare
- ❖ PnD are also extraordinary rich in bioactive molecules potentially useful for future therapies
- ❖ Parents can donate placenta to support scientific and therapeutic uses
- ❖ Donating your placenta is completely voluntary and will not interfere with your baby's birth
- ❖ Your donation can support the development of new cures for many diseases such as autoimmune, endocrine and reproductive

You can make a difference.

Now!

Ask your hospital
if you can donate your placenta
for research!

