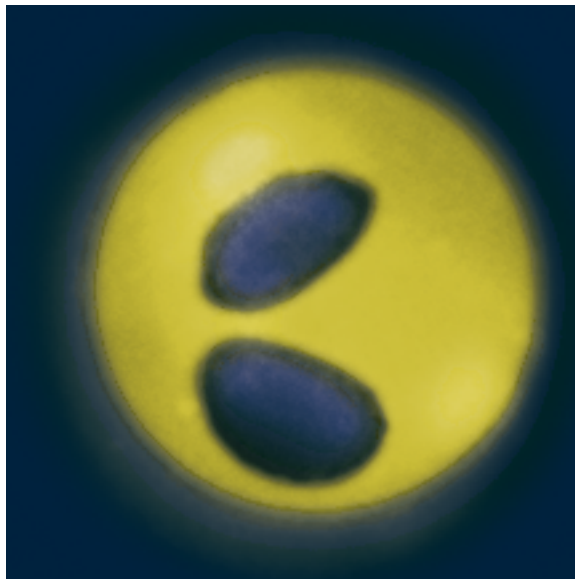


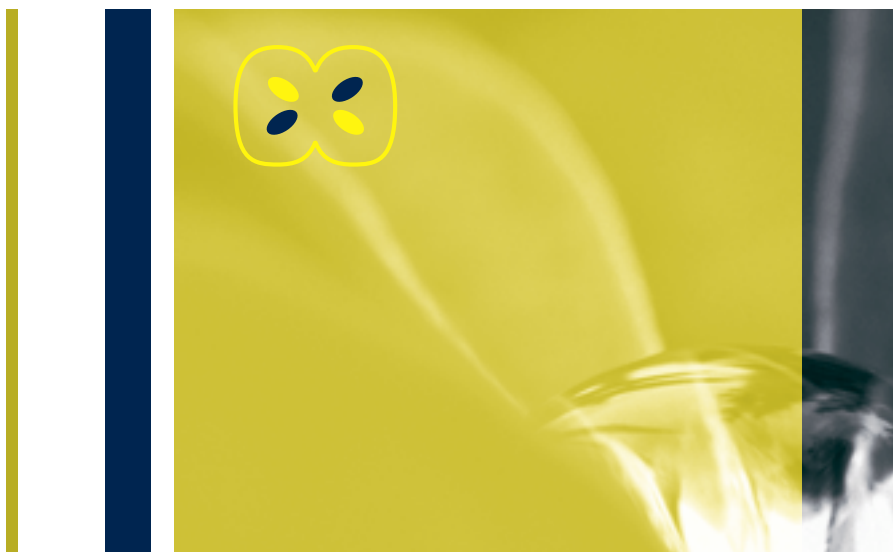


Back-up Your Life!

LATEST US RESEARCH RESULTS REVOLUTIONIZE
MEDICAL CARE



Our body – the miracle of life



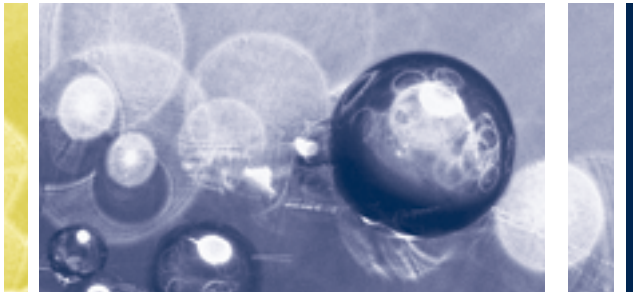
HAVE YOU EVER CONSIDERED THAT YOU TOO CAME ABOUT AS A RESULT OF THE FUSION OF TWO CELLS – ONE FEMALE EGG CELL AND ONE MALE SPERM CELL – TO FORM A FIRST “PRIMORDIAL CELL”?



This first primordial cell is the basic building block of your organism! As the cells, formed from this first cell develop, they start to specialize and, together with other cells, form complex organs, such as the kidney, liver or heart.

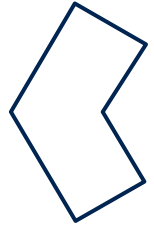
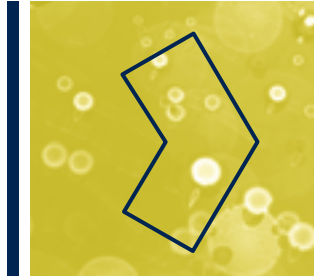
Each of your cells, which subsequently become more specialized, contains the ir retrievable blueprint for your whole body, i.e. its unique genetic information. All vital biological information is stored in your cells.

“Adult stem cells” is a term used to describe a special type of cell, which can be found in most tissues and whose future form is not yet decided. Adult stem cells can be “programmed” into any form by the surrounding tissue. This applies not only to cardiac tissue and spinal nerve cells, but also to complete organs. These adult stem cells can be found in large numbers in the skin, the largest organ of the human organism.



Medicine in the 21st century

SCIENTISTS AND JOURNALISTS AGREE: TISSUE ENGINEERING IS ABOUT TO BECOME THE DEFINING KEY IN MEDICAL TECHNOLOGY OF THE 21ST CENTURY.



Reproduction of tissue from adult stem cells will make it possible to “repair” body tissue and restore organs to their natural function or maintain them over longer periods than previously possible.

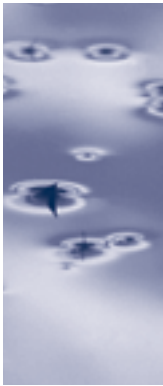
Up to the end of the 90s, tissue engineering research was regarded by the general public as an unknown quantity. For journalists it was at best a term they had only heard of! Spring 1998 saw the breakthrough: with the release of the first product of tissue engineering by the US Licensing Authority, the FDA, the revolutionary discipline provided the proof of its practicality. However, this was only the beginning. At a few select scientific centres, for example in the USA, practical experiments have already been carried out on reproducing various tissues, organ parts or even whole organs. This procedure is now well on the way to becoming medical normality.

In future, the availability of our own healthy stem cells will be the key factor as to whether we can take advantage of new, innovative therapies for malignant or degenerative conditions. Here tissue engineering will open up new treatment possibilities. In all events, our own adult stem cells will be necessary or of great advantage. What can you do today in order to benefit from this development tomorrow? How can you guarantee now that you have a long, fulfilled life in good health before you? The answer is simple:

Back-up Your Life!

Health, the greatest gift – make provision in good time

PREVENTION IS BETTER THAN CURE. THERE IS MUCH TRUTH IN THIS OLD PROVERB. ANYONE, WHO WISHES TO BENEFIT FROM THE FASCINATING FUTURE POSSIBILITIES OF MEDICINE, HAS THE OPPORTUNITY NOW TO MAKE THAT PROVISION.



The principle of saving important personal data on the computer, is also the basis for the new medical prevention service, which TICEBA offers in co-operation with your medical examiner:

A “back-up”, in other words a back-up copy of your own healthy stem cells.

This preventive service includes the removal and preparation, (as well as the cryogenic storage and preservation) of your own skin tissue with the stem cells that it contains. Only adult stem cells containing unmodified genetic information can be used. In other words, cells containing the unmodified blueprint of your organism. These could then be used for therapeutic and/or diagnostic purposes. This way, you are certain to be prepared for the forthcoming, innovative therapeutic procedures. Using a patented method, we also carry out a quality assessment of the tissue – in other words, a test to establish the concentration of adult stem cells. This method was developed by Dr. Markus H. Frank, M.D., at the University of Harvard, Cambridge/USA. As the licensee of the Brigham and Women’s Hospital Inc., Boston/USA, the TICEBA Company has worldwide exclusive use of this patented technology.

Because stem cells are also subject to ageing and change as a result of environmental influences, the sooner you bank and preserve a small specimen of skin tissue, the better. But better late than never! It is as if you were saving a part of your youth.

By the way: even now there are sensational treatment successes, which are reported in the daily press. One example of many:

Freed from blindness – stem cells cure elements of sight

Transplanting stem cells from the eye, which are established in the cornea and at the junction with the sclera, has returned the sight to a man after almost 40 years of blindness. He lost his ability to see at the age of three following an accident. As reported in the on-line edition of the magazine “Nature Neuro-Science”, according to the American doctors who performed the operation, the man can again see colours and moving objects almost normally.

Frankfurter Allgemeine Zeitung, 26.08.2003

Vital questions and answers



Why stem cells?

Stem cells are a kind of “primordial soup” of life. Their future form is not yet fixed and can be “programmed” into any form by the surrounding tissue: into cardiac tissue or spinal nerve cells and, in future, even into complete organs. And all this without any rejection reactions! Nothing is more compatible with the body than its own cells.

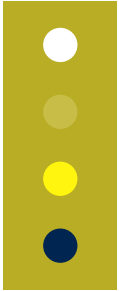
Where can stem cells be obtained?

As described in many scientific publications, high-quality stem cells can be found in the skin. With the help of the technology available to TICEBA, it is possible to obtain these valuable stem cells from your skin and then cryogenically bank them ready for your use.

Why stem cells from the skin?

The stem cells established in the skin can develop into any human organic tissue and can help to regenerate cells and organs, and even the whole body. Up to now it has not been possible to provide evidence of this pluripotentiality in most other sources of stem cells, for example from the blood or the bone marrow! It is for this reason that the skin is the ideal source of stem cells for your health care!

REMEMBER: HEALTH IS THE KEY TO QUALITY OF LIFE. GIVE YOUR BODY A TREAT. LIVE HEALTHILY, ALLOW YOURSELF REST BREAKS AND RELAXATION AND DON'T LET YOUR MIND MISS OUT. PREVENTION IS BETTER THAN CURE!



What do you have to do?

A roughly 1 cm² piece of skin tissue is removed under local anaesthetic from a cosmetically unobtrusive spot, for example, the inside of the upper arm, in a short out-patient operation. The tissue is frozen by advanced cryotechniques and then stored in a kind of “bio-safe” under controlled conditions. There it can remain almost as long as you like, until you need it.

And what does it cost?

You receive the preventive service from TICEBA at an extremely reasonable price. In spite of the considerable technical expense, we have calculated the costs in such a way that really anyone can afford such “back-up”.

What do you get out of it?

The certainty that you are prepared for the innovative, medical procedures of the near future. Should you require diagnosis or treatment, there will be healthy adult stem cells available from your own body. You can take the decisive step further with TICEBA and make actual provision for the future now.

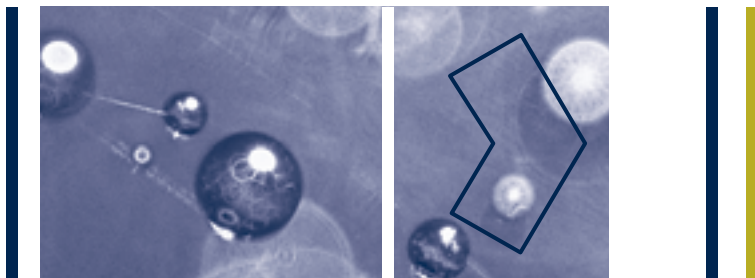
TICEBA Back-up Your Life!

Committed to ethical standards

“MAINTAINING AND RESTORING THE HEALTH OF MY PATIENTS IS THE HIGHEST PRECEPT OF MY ACTIONS.”

This is one of the most important sentences in the “Geneva Doctors’ Oath”, the modern form of the Hippocratic Oath, which every doctor solemnly swears on entering the profession.

It is precisely this sentence on which the TICEBA Company bases itself. The company is managed by the doctor and entrepreneur, Dr. Christoph Ganss, M.D.. Dr. Markus Frank, M.D. and stem cell researcher, at the medical faculty of the renowned University of Harvard in Cambridge/ USA, acts, with his expertise in stem cell analysis, as a scientific advisor to the company. Dr. Ganss and Dr. Frank feel particularly committed to the moral and ethical principles of their profession and have set themselves the target of making the anticipated medical advances of the future accessible to everyone today. By applying an innovative and patented procedure for the private and individual storage of adult stem cells, TICEBA has succeeded in providing an important and sensible biological life insurance.



Today's innovation – tomorrow's routine

YOU WILL SEE THAT THE STORAGE OF YOUR OWN TISSUE AS A PREVENTIVE SERVICE, AT THE HIGHEST LEVEL, ACCORDING TO THE LATEST CUTTING EDGE SCIENCE AND TECHNOLOGY, WILL BE AS COMMONPLACE IN A FEW YEARS AS VACCINATION IS TODAY.

By your decision today to adopt this important preventive measure of tomorrow, you will be amongst those who are already open to all future medical options.

Would you like to know more?

This brochure will provide you with initial information. The medical examiner will have more detailed information ready for you. He will also be pleased to advise you personally to what degree this service makes sense for you.

Or you can request your “Back-up Your Life!” info pack directly from one of the TICEBA branches.

TICEBA Back-up Your Life!

TICEBA



Back-up Your Life!

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