

## News from Essential Pharmaceuticals

Welcome to the February 2012 edition of Essential news. We hope you find the following content interesting and useful.

Would you like to share information related to meetings, events or fundraisers? If so, simply e-mail us at [dweber@essentialpharma.com](mailto:dweber@essentialpharma.com) with your content and we will include it in the next edition of our e-news.

### Heart drops, heart survives, Custodiol is in the picture...

Dropped heart survives... Mexico City police say they used a helicopter to deliver the heart in "a rapid, precision maneuver." But after exiting the chopper, a medic stumbled and the plastic-wrapped heart tumbled out of a cooler onto the street. The incident was caught on camera. Go to [www.essentialpharma.com/blog](http://www.essentialpharma.com/blog) to read more and watch the video.



### New Studies

**New Randomized Kidney Study Reaffirms Custodiol's Protective Capabilities**

**HTK Superior to LR in Preventing DGF – and, more Cost-Effective**

Download PDFs of these new studies at [www.essentialpharma.com](http://www.essentialpharma.com).

### **Android Tablet Winner Chosen!**

The newest winner in our Android Tablet giveaway has been chosen. Don't miss out on the next random drawing! Just subscribe to our e-news and you are automatically entered (all subscribers).

**[Tell a friend or colleague to subscribe today!](#)**



**Up-to-date information on meetings, studies and useful information!**

*Double your chances of winning the Android Tablet by liking us on Facebook.*

*To join Essential on Facebook: <http://www.facebook.com/pages/EssentialPharmaceuticals>*



**Useful Tweets on meetings, studies and the pharma industry!**

*Double your chances of winning the Android Tablet by following us on Twitter.*

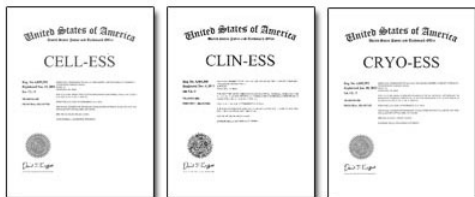
*<http://twitter.com/#!/Esspharma>*

### **Basic Cost Comparison**

UW \$320/L vs HTK \$191/L  
Additives needed for UW and SPS.  
No additives needed for HTK.

SPS \$270/L vs HTK \$191/L  
Additives needed for UW and SPS.  
No additives needed for HTK.

## Essential Acquires Trademarks for “Ess” Products



Essential is proud to announce that, as of January 2012, we have acquired trademarks from the United States Patent and Trademark Office for our Cell-Ess, Clin-Ess and Cryo-Ess products.

## Ask the Experts at [www.questionsolution.com](http://www.questionsolution.com)

We are pleased to announce the addition of **Dr. Joseph Cleveland, Jr.** to the Ask the Experts forum.

Dr. Cleveland joins this panel as our cardiothoracic expert. There has recently been interest regarding organ preservation solutions and the heart. Dr. Cleveland has vast experience in this area and will answer your questions, giving answers and direction (when needed). We welcome Dr. Cleveland to this prestigious panel.



Please visit [www.QuestionSolution.com](http://www.QuestionSolution.com) and feel free to ask questions regarding organ preservation solutions for both abdominal and, now, heart transplants.

## Essential Matters Blog [www.essentialpharma.com/blog](http://www.essentialpharma.com/blog)

Essential Matters, the blog by Essential Pharmaceuticals, is being used to update our clients as to various medical meetings at which Essential will be exhibiting, and to post links to videos and studies. You will also find human interest stories related to the medical and scientific fields. You can leave your comments on various articles on the blog. We see this as yet another method of two way communication and look forward to reading your comments.

## Where to Find

[The Translational Research Cancer Centers Consortium \(TRCCC\) 2012 Annual Meeting](#)  
Seven Springs, PA, February 22-24, 2012

[Controversies in Transplantation](#)  
Breckenridge, CO, March 2-4, 2012

[Re-Evolution Summit III](#)  
Houston, TX, March 8-9, 2012

[AATS](#)  
San Francisco, CA, April 28 – May 2, 2012

## A Word of Thanks

Essential proudly sponsors many worthwhile events and charities. Below are some excerpts from letters sent to us.



*Thank you for your recent and generous contribution to the 15th annual meeting of the **Translational Research Cancer Centers Consortium (TRCCC)** with the theme of “Cancer Vaccines and Immune Regulation.” Your commitment to support scientific research is very much appreciated by the TRCCC member institutions.*

- Lawrence G. Lum, MD, DSc,  
Co-chair 2012 TRC3 Meeting Planning Committee
- Wei-Zen Wei, PhD,  
Co-chair 2012 TRC3 Meeting Planning Committee