

She cleans her face every night and washes her blood three times a week.

In most respects, this young woman is like us all. Except that she lost her kidneys.

And if we never think twice about purifying our blood, she thinks about nothing else. Because while we rely on our bodies, she has to rely on a machine.

Today, kidney disease ranks fourth — after heart disease, cancer and pneumonia — and claims the lives of close to 55,000 people a year.

Now, however, there's good news for anyone whose blood must be mechanically cleaned and restored.

It's a new blood purifying unit developed by Dow, using a technique first created for desalting water. Slightly bigger than a flashlight, it's filled with about 11,000 hollow fibers that look like tiny soda straws. Smaller and simpler than previous devices, it can shorten the time that patients must remain immobile.

Even though artificial, it filters much the same as a human kidney. And to anyone who needs his blood washed, that's what counts.

At Dow, we're concerned with more than chemistry. We're concerned with life. And despite our imperfections, we're determined to share its promise. Wisely.

The Dow Chemical Company, Midland, Michigan 48640.

