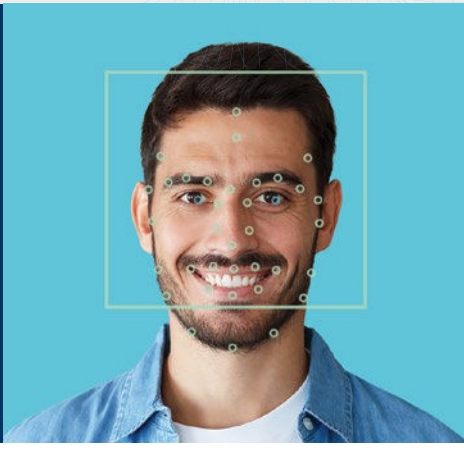
Fairfax FaceMatch®

Match Any Photo to Fairfax Cryobank Donors with Free FaceMatch Technology

Fairfax FaceMatch® uses cutting edge technology to help clients "match" a photo of their choice to find their ideal sperm donor.



Fairfax Cryobank
The Trusted Choice for Donor Sperm

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Fairfax Cryobank launched Fairfax FaceMatch in 2011. This free online tool helps clients find their ideal sperm donor. Fairfax FaceMatch has facilitated over 700,000 photo uploads by clients searching for a donor who resembles their partner, a family member, or even a celebrity.

Fairfax Cryobank's Co-CEO and General Manager, Nadeem Malik, says, “Fairfax FaceMatch uses sophisticated mathematical formulas to analyze the shape of facial features to find a resemblance between a photo uploaded by a client and the adult photos of our many extraordinary sperm donors. It uses 44 points on the face to match features and objectively scores the resemblance.”

> **When asked about her experience with Fairfax FaceMatch, one Fairfax Cryobank client said, "It really helped us to find a donor who resembled my partner. We used several other criteria to select our donor, too, but this was really something we appreciated!"**

Fairfax FaceMatch was created because patients frequently ask Client Services who the donors resemble. Once a patient uploads a photo of their choice, Fairfax FaceMatch identifies which donors most closely resemble the photo and ranks them in order. The patient can then view detailed information about each sperm donor, including audio interviews, essays, childhood photos, education, interests, and physical attributes.

Malik says, “Fairfax FaceMatch is intended to provide a convenient, interactive way to help patients select a donor. We’ve found that patients enjoy it and feel that it significantly enhances the donor selection process.”



Try Fairfax FaceMatch for yourself by visiting the **Fairfax Cryobank Donor Search**.