

# THE NEW FACTS OF LIFE

What might the rapid developments in stem cell research mean for our future, and what are the ethical questions that we need to grapple with along the way?

Scientists can now reprogramme human cells to create tissues that mimic embryos, organs, and even the brain. These breakthroughs offer exciting possibilities for treating diseases, improving pregnancy care, and extending healthy aging. However, they also raise profound ethical and regulatory questions. With few legal boundaries in place, how should society navigate this new frontier?

The New Facts of Life project brings together science, ethics, and public dialogue to explore these pressing issues. The project has three core components:

### CELL YOURSELF:

A speculative healthcare product that imagines a future where stem cell technology enhances our lives. Designed to make complex science tangible, it sparks discussion by bridging the gap between cutting-edge research and everyday life.

### DISCOVER THE FUTURE:

A micro-podcast series that lifts the lid on what is and is not possible now, and what might be coming in the future. Recorded with Professor Emily Jackson and Dr Naomi Morris from the Francis Crick Institute.

### NEW FACTS OF LIFE QUIZ:

A chance for everyone to voice their perspective on the ethical boundaries of stem cell science. Although the data generated will not be representative, it will offer a “snapshot” of public views which will be shared with policymakers, regulators and parliamentarians.

[newfactsof.life](https://newfactsof.life)



## How do we ensure responsible innovation while maximising the benefits of this research? Where should we draw the line?

As these technologies develop, there is an urgent need for informed public engagement. Policymakers, scientists and ethicists recognise that regulation must balance scientific potential with societal values.

**Join the conversation**—because the future of science is not just for scientists. It's for all of us.

Cell Yourself:  
the revolutionary  
healthcare solution  
that harnesses the  
power of your own  
cells to create  
whatever you need.



“We never imagined we’d be able to have a baby who shares our DNA, 50/50. Thank you Cell Yourself.”

Kwame & Josh



“Thanks to Cell Yourself I was able to grow a kidney when I desperately needed one, made from my own cells.”

Salma



### WAIT A MOMENT...

Cell Yourself is fictional. But the future it describes might not be. This could be 100 years from now. Or it could come sooner. Much sooner. What does the journey to this future look like, and how do you feel about the questions it raises?

“I was so happy Cell Yourself could test different vaccine options on my cells to find the best one. I’m now enjoying life worry-free.”

Robyn



“As the carrier for a heart condition, Cell Yourself enabled me to take precision medication in my pregnancy, so my daughter would never develop it.”

Nadia



This project is a collaboration between Professor Emily Jackson, LSE Law School and The Liminal Space.

Professor Jackson researches medical law and ethics, with particular interest in reproductive issues and regulation.

The Liminal Space is a purpose-driven creative agency whose work deepens understanding, enables participation and drives action that benefits people and the planet.



SCAN TO HEAR MORE  
FROM EMILY JACKSON  
ABOUT THE PROJECT