However, some think differently as they state that human lifespan could soon extend dramatically to 1,000. This is a point of contention because many elderly people struggle with conditions like cancer, heart disease, dementia and others. Much of the current medical research is not about living longer, but rather living healthier for longer and delaying infirmity. Rejuvenation treatments may address the physical aspects of ageing; however, they do not address the mental and neurological elements, such as Alzheimer's and dementia. Nonetheless, the number of reported cases of dementia has reduced. Sarah Harper, a professor of gerontology at the University of Oxford, explains one theory that as people keep their bodies active, their bodies tend to decline slower. Hence, people should stay mentally active as they age to help prevent symptoms of dementia. Another aspect to people living longer and healthier lives is that numerical age becomes increasingly meaningless. There are now 40-year-old women who are giving birth for the first time, as well as other 40-year-old women who are becoming grandmothers. That means that society may not track date of birth or age anymore, but rather focus more on family relationships or other milestones to identify and define ourselves. Age regression treatments, which involve transferring blood from a young, healthy person to an aging person, are also expensive. Some treatments can cost approximately a few thousand euros for only 10mg of blood. In addition, supplies for blood transfusions are already very limited. Only 4% of the UK population are blood donors, which is just 1% over what medical and research industries need. More blood donors are desperately needed to save lives in the case of accidents and other medical emergencies. Thus, it will be hard to find donors for optional treatments such as age regression. This scarcity of blood supply also raises the possibility of a black market in which young people are forced or coerced into providing their blood, as well as the dangers of unlicensed dealers selling fake plasma, or one that is unfit for infusion. This is already happening in the health industry, which has become a profitable sector for organized crime. Even now, there is a huge network of counterfeit pharmaceutical products online and all over the world, which operates in tens of millions of dollars. This industry is dangerous and often fatal, and there are networks of illegal organ thefts caused by shortages of organ donors in some countries. For some researchers, full prevention of human ageing needs incredible advances in understanding the science of aging. Further, the ethical, cultural, and sociological issues of eradicating ageing would need to be robustly discussed. Some scientists believe it is better to put all resources into having everyone living long and healthy lifestyles, rather than having a few people to live into the far future.