

The forgotten

DEFORMITY

Infant ear deformities are frequently overlooked. Despite statistical data identifying an incident rate of between 20% and 35% of all births, ear deformities often fail to capture the attention that they deserve. However, until now, no reliable, safe, non-invasive, non-surgical procedure has been available to treat those deformities.



EarWell™, a breakthrough auricular corrective system, now allows Pediatricians to quickly correct any infant ear deformity. Easy to learn and simple to apply, EarWell™ non-surgically, non-invasively and painlessly eliminates the necessity for any child to suffer with a potentially lifelong ear deformity.

< Before EarWell™

After EarWell™ >



A proactive, simple

REMEDY

As a Pediatrician you can eliminate the years of apprehension and the prospect of a future surgical correction. EarWell™ can be affixed to any infant ear during the first post-natal office visit. Within four to six weeks the ears will be normally shaped, and the parents grateful for your intervention. EarWell™ boasts a success rate that exceeds 90% following more than 250 *in vivo* clinical applications, making it the obvious therapeutic selection.

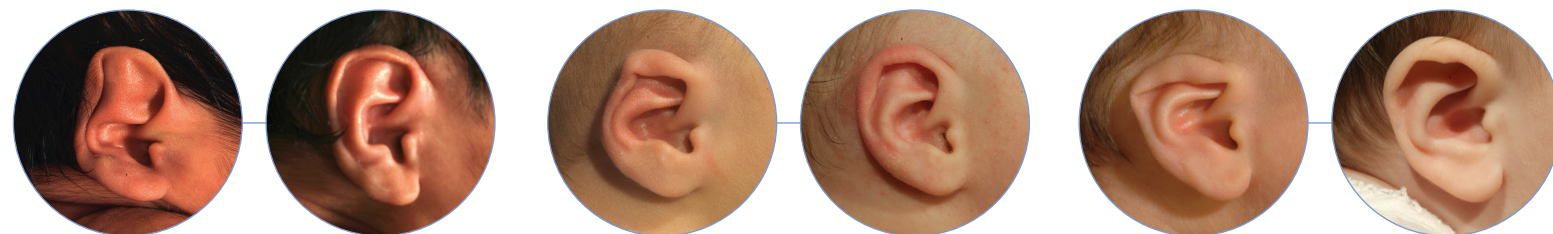
The simplicity of the EarWell™ design enables a single universal protocol to correct most, if not all, types and severities of ear deformity. Regardless of the physician's procedural experience, the EarWell™ non-surgical treatment can be readily learned and competently performed. Viewing the furnished comprehensive training video and completing a single procedure will transform any Pediatrician into an expert in EarWell™ application and ear deformity correction.



Cosmetic anomaly or

DEBILITATING ABNORMALITY?

An outer ear deformity might be considered a mere aesthetic irregularity; however, ignoring it can negatively impact a child's physical and emotional development. Studies suggest that children with facial abnormalities, particularly ear deformities, suffer peer hazing, ridicule and abuse. As a result, they often exhibit low self-esteem, anxiety, elevated social isolation and emotional withdrawal.

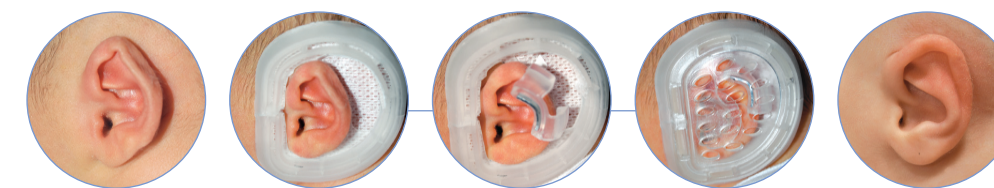


Before and After photographs provide "proof positive" that the transformative therapy of the EarWell™ auricular corrective system can provide infants with beautiful ears for life!

Traditionally, ear deformity correction required four to five years of physical maturation for a child to qualify for the invasive surgery. The only other option entailed adopting a "wait and see" approach while hoping that the ear might self-correct. A recent study in the *J Perinatal*, however, identified no spontaneous improvement in twenty untreated infant ear deformities. A broader study in the *Journal of the Canadian Pediatric Society* found natural improvements in only about 10% of the babies. And finally, a Japanese longitudinal study, published in *Plastic and Reconstructive Surgery*, concluded that while some ear deformities will self-correct, others will remain the same and some will even worsen. Most importantly, the study noted the impossibility of predicting which course a deformed ear might take. The introduction of EarWell™ has negated the need to evaluate either of the traditional options. In fact, its availability now reduces the alternatives to a single question: "Why wait and take a chance?"



The entire EarWell™ procedure is completed in a few simple steps—in just minutes. Everything you need comes in a convenient kit.



Before EarWell™

EarWell™ application simplicity

After EarWell™

Physical and emotional

CARE

Children are innocent and guileless; they can also be unwittingly cruel to one another. An ear deformity can attract such behavior. The co-parenting relationship that you forge with your patients' parents uniquely positions you to intercept the pending anguish facing their child while positively redirecting the child's development path—through the transformative therapy of EarWell™.

Common ear deformities that EarWell™ can help correct:

- Conchal crus
- Cupping
- Helical compression
- Lidding
- Lop ear
- Prominent
- Stahl's
- Tanzer I constricted ear