

EarWell™

infant ear correction kit



- Easy to learn through training video
- 20 - 30 minute procedure
- \$1800 to \$5000 reimbursement range
- Large, defined market
- Minimal financial investment
- 98%+ success rate in nearly 200 *in vivo* cases
- Non-surgical, non-invasive

The Ideal Time for Perfect Ears

EarWell™ is a novel and landmark product, that non-surgically corrects ear deformities and malformations in newborns. It boasts a success rate that approaches 99%, is simple to apply and is fully reimbursable.

Any infant deformity represents a calamity to the parents. Facial deformities magnify their horror. Traditionally, infant ear deformity required years of waiting until the child had suitably matured to qualify for surgical correction. EarWell™ eliminates those years of embarrassment for the child and anxiety for the parents.

EarWell™ can be immediately applied to any infant ear that exhibits a deformity or malformation. Within weeks the ears will be perfectly shaped and the parents grateful for the transformation.

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During these uncertain times, EarWell™ can infuse any surgical practice with a new, alternative revenue stream that will assist in offsetting an aesthetic shortfall. Reimbursement is typically afforded at a significant level for a quickly completed procedure that is conducted within a standard exam room without anesthesia.

Various studies reveal that the incidence of infant ear deformity ranges from 15% to 29% of all births, translating to a domestic patient base of up to 1.5 million annually. Those studies also conclude that some ear deformities self-correct, some do not, some get worse, and, most importantly, it is impossible to anticipate which course the deformed ear will take.

EarWell™ is the rare product that arrives to market while immediately satisfying everyone's needs and wants. EarWell™ corrects ear deformities and malformations in infants, relieves the parents of their anxieties, and offers significant revenue production to the physician.

EarWell™ Infant Ear Correction Kit

BE-200 Starter Kit:

- Compartmentalized "basket"
- Ear projectometer
- Instructional dvd
- Cradles
 - Small (8 sets) – 8 right and 8 left
 - Medium (4 sets) – 4 right and 4 left
- Supplies
 - Retractor - 20 each
 - Conchal shaper – 3 each
 - Acetone-alcohol wipes – 16 each

Patents pending

BE-205 Restocking Kit:

- Cradle- Small (4 sets)- 4 right and 4 left
- Cradle- Medium (2 sets)- 2 right and 2 left
- Retractor – 12 each
- Conchal Shaper- 2 each

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