



EarWell™

INFANT EAR CORRECTION SYSTEM

The forgotten DEFORMITY

Infant ear deformities are frequently overlooked despite an incident rate of between 15% and 29% of all births. However, *until now*, no safe, reliable, non-surgical remedy has been available to treat those deformities.



Before EarWell™



After EarWell™

Simple to learn EASY TO APPLY

EarWell™, a breakthrough auricular corrective system, now quickly corrects any infant ear deformity. Simple to learn and easy to apply, EarWell™ non-invasively and painlessly eliminates the necessity for any child to suffer with a lifelong ear deformity.

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.

Cosmetic anomaly or DEBILITATING ABNORMALITY?

An outer ear deformity might be viewed as a mere aesthetic irregularity; however, ignoring it can negatively impact a child's physical and emotional development. Studies suggest that children with ear deformities suffer peer hazing, ridicule and abuse—often resulting in low self-esteem, anxiety, elevated social isolation and emotional withdrawal.



Before EarWell™

EarWell™ application simplicity

After EarWell™

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

Traditionally, ear deformity correction required invasive surgery or adopting a “wait and see” approach, while hoping that the ear might self-correct.

However studies now conclude that 70% will never improve and may, in fact, worsen. Most importantly, they also stipulate the impossibility of determining which course the ear would take. The introduction of EarWell™ has negated the need to weigh either option. In fact, its availability now reduces the alternatives to a single question:

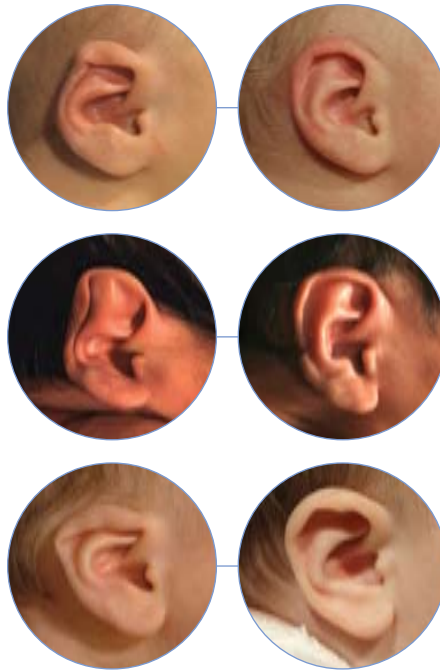
“Why wait and take a chance?”

becon
PREMIUM MEDICAL DEVICES

Becon Medical, Ltd. • www.earwells.com

A proactive, simple
REMEDY

As a Pediatrician, you can eliminate the years of apprehension and the prospect of a future surgical correction by applying the device yourself or referring the patient to a local EarWell™ provider. EarWell™ can be affixed to any infant ear and within four to six weeks the ears will be normally shaped. A 90% success rate after thousands of clinical applications makes EarWell™ the obvious therapeutic selection.



BEFORE and AFTER photos provide "proof positive" that the transformative therapy of the EarWell™ auricular corrective system can provide infants with beautiful ears for life!



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 patient's parents uniquely positions you to intercept the pending anguish facing their child. The transformative therapy of EarWell™ will positively redirect the child's development path while leaving the parents grateful and relieved.

Multiple rewards
FOR ALL

Since EarWell™ is typically reimbursed, it qualifies as one of the rare products that satisfies the needs and desires of everyone involved.

EarWell™



The obsolete
DEFORMITY

At Becon Medical, success is measured by a lifetime of beautiful ears. Through EarWell™, deformed ears are no longer necessary and can now become a thing of the past.

Visit us on the Web at www.earwells.com to learn more about Earwell™, its simplicity of use, and how you can begin shaping your patient's ears and their futures.

Let's make ear deformities

A THING OF THE PAST

Conduct an **EarWell** procedure yourself
or refer the patient to a local provider.

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