



HEAD ARMOUR

Impact-Absorbing Coating
Reduces Risk of Traumatic
Brain Injury / Concussion

THE PROBLEM IS:

- Traumatic Brain Injuries (“TBI”) is a Threat to the Sports Industry and DoD civilians in many industries.
- The only way to respond is to be relentlessly innovating.
- Concussions are a type of traumatic brain injury (TBI) often caused by a blow to the head or body.
- Each injury accumulates and with repeated injuries, these injuries become numerous enough to alter brain function.
- Helmet-to-Helmet impacts on almost every play.
- When a player or soldier’s or helmet wearer’s head hits the ground or a solid object.
- Brain striking the skull from a hard impact to the body.(The helmet outer impact absorbing coating will have no effect from a blow to the body - DRP)



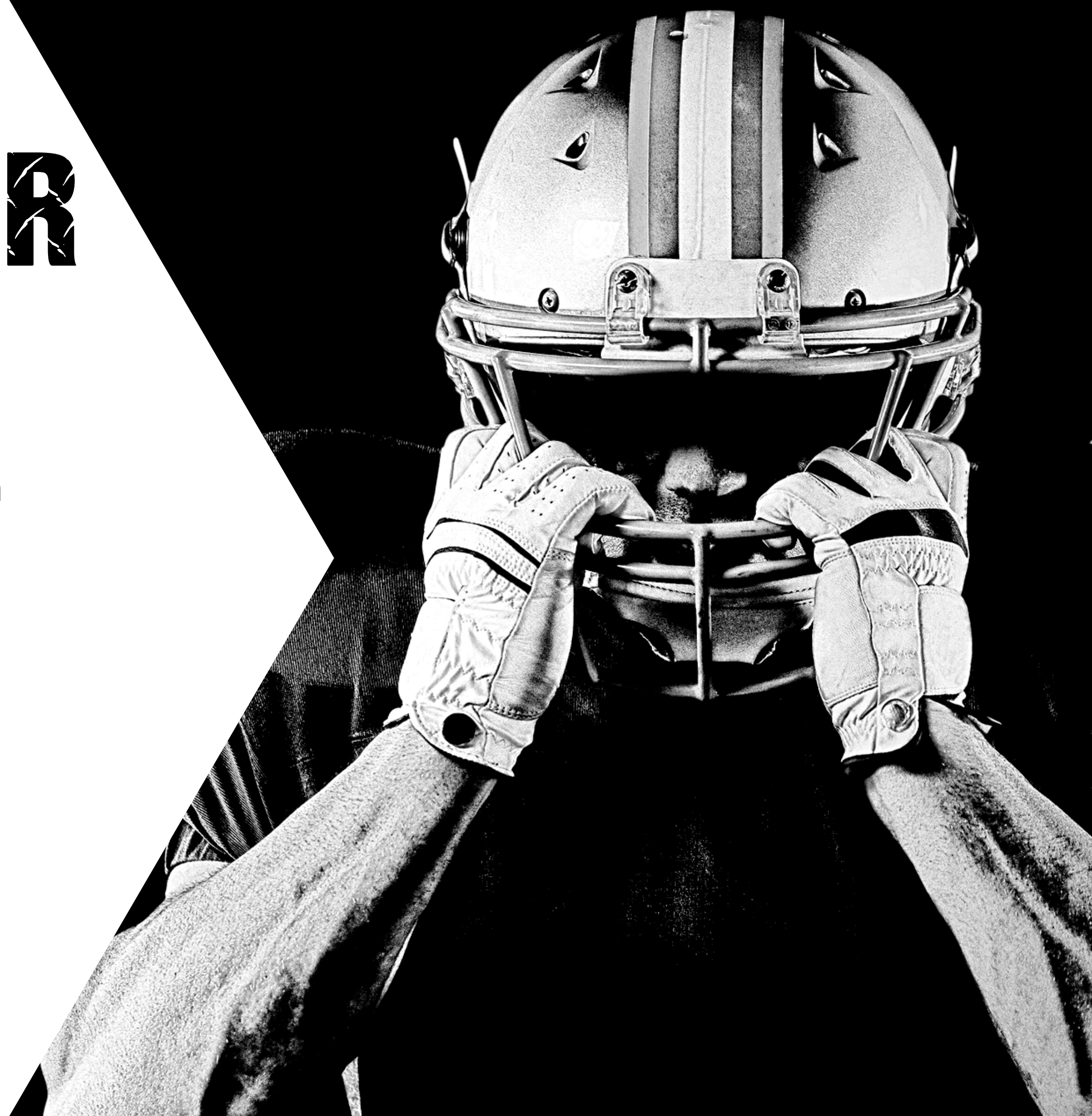
THE SOLUTION:

- Innovative Changes to Equipment (HEADARMOUR)
- Rule changes that make the game safer for all ages are, most often, the result of new knowledge, gleaned from recent research.
- Such changes should not detract from the power, grace, or wonder of the sport.



HEADARMOUR

- HEADARMOUR is a patent-pending Impact Absorbing Coating applied to the exterior of each player's helmet (creating a total $\sim\frac{3}{4}$ inch of impact absorbing material between the helmets to reduce brain damaging impact).
- Impacts may be significantly lessened below the brain-damaging threshold.
- In a collision between two football players, there will be three-quarters of an inch of Impact Absorbing Coating between the two helmets, adding up to 40% more impact absorption to the collision



OVERALL WIN:

The impact on healthcare cost, savings to schools, team owners, insurance companies, government, fans, players and their families are immeasurable.



THANK YOU



FOR MORE INFORMATION

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