

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:

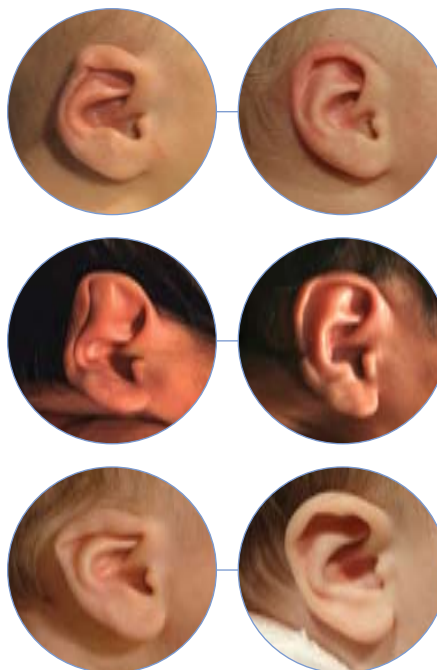
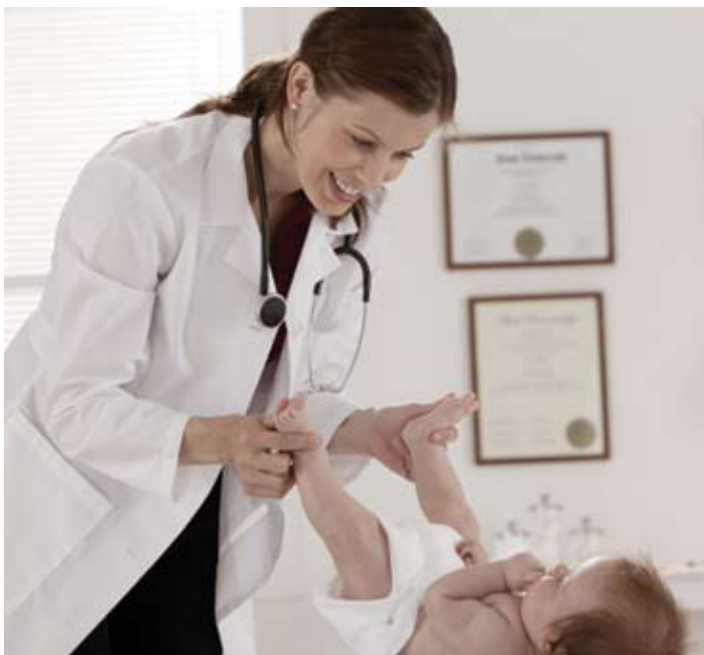
“Why wait and take a chance?”

becon
PREMIUM MEDICAL DEVICES

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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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Becon Medical, Ltd.
2307 Brinmore Court
Naperville, IL 60540 • 630-357-7374
www.earwells.com

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At Becon Medical, success is measured by a lifetime of beautiful ears. Through EarWell™, deformed ears are now a thing of the past.

EarWell™
REQUEST IT BY NAME

The EarWell™ procedure is completed in just minutes, right in your doctor's office. After 4-6 weeks, the ears will be shaped normally.



Before EarWell™ During EarWell™ therapy After EarWell™

Give your child the gift OF BEAUTIFUL EARS

There is no longer any reason to wait while desperately hoping that your baby's ears may get better on their own or until your child qualifies for invasive surgery. If your baby has an ear deformity you can now take comfort in knowing that EarWell™ will immediately and permanently correct it.

Ask your physician about EarWell™ today.

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Becon Medical Limited
4640 E. Sunrise Drive, Suite 100
Tucson, AZ 85718 • 520 881 0480
www.beconmedical.com/earwell

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EARWELL™

INFANT EAR CORRECTION SYSTEM



The shape
of ears to come™



becon

Your baby is beautiful

NOW AND FOREVER

As a mother, no flaw or blemish could ever alter that view. EarWell™, a landmark ear deformity correction system, is now available to help others see your child as you do.



There's more to ear deformities THAN MEETS THE EYE

While some may view an ear deformity as a mere cosmetic anomaly, **ignoring it can negatively impact your 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. But it doesn't have to be that way.

Good ear news FOR YOU AND BABY

EarWell™ Infant Ear Correction System eliminates the need for you and your child to wait and hope that the ears will self-correct. It also removes all of the associated emotional trauma, pain and anxiety that come from growing up with the stigma of misshapen ears—**quickly, painlessly and non-surgically.**



When nature SURPRISES

Ear deformities occur frequently in newborns and can mar an otherwise adorable face. Previously, their presence was a calamity for parents just like you. **Until EarWell™**, pediatricians could only suggest that you “wait and hope” that the ears might naturally improve or, as a last resort, offer a referral for a future surgical intervention. Neither option furnished a new mother with much comfort, confidence or peace of mind.

A simple and fast REMEDY THAT WORKS

EarWell™, a clinically tested medical product, can be applied to your child's ears within days after birth. **It is worn for 4 to 6 weeks and, at the conclusion of care, your child's ears will be shaped normally.** EarWell™ requires no anesthesia, sedation or medication because it causes no pain. It is non-surgical and non-invasive, and best of all—it works.



Will your child's ears SELF-CORRECT?

Some ears do improve over time, some require surgery after the age of four or five, and some children are forced to live with their defect. **Unfortunately, no physician can predict which ears will improve naturally, which ears will remain the same, and which ears will worsen.** Fortunately, through EarWell™'s transformative therapy, you will never have to risk your child's future physical and emotional well-being.

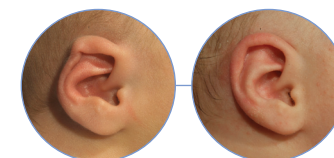


Before and After photographs provide “proof positive” that the transformative therapy of the EarWell™ auricular corrective system truly works.

Protecting your child's PHYSICAL AND EMOTIONAL NEEDS

Children are innocent and guileless, but they can also be unwittingly cruel to one another. Misshapen ears can attract such behavior.

No child with disfigured ears should have to endure years of embarrassment and humiliation from peer teasing and taunting. As a parent, you share your child's every pain and trauma. Thankfully, you no longer have to wait years for surgery or convince your child to accept a lifelong ear deformity.



The Most Frequently Overlooked Infant Deformity

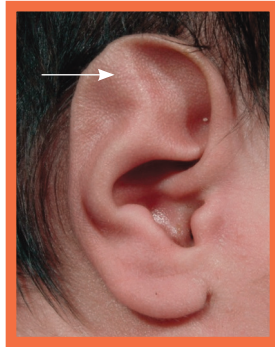
Did you know that ear deformities are one of the most frequently over-looked infant deformity? Remarkably, statistical data show that infant ear deformities occur at a rate of between 20% and 35% of all births and 70% will stay the same, or worsen, without EarWell®. The EarWell® System is a safe, painless, non-surgical and effective procedure that corrects those ear deformities.

EarWell® Infant Ear Correction System

Compare the normal ear at right with many of the most common infant ear deformities below.

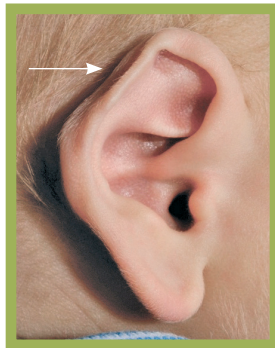


Identification of Common Ear Deformities



STAHL'S EAR

The Stahl's ear deformity (Spock Ear, Elf Ear) is characterized by a transverse crus extending outward from the antihelix rather than continuing upward in a gentle bend as the superior limb of the triangular fossa. Stahl's often presents with multiple or combinations of deformity.



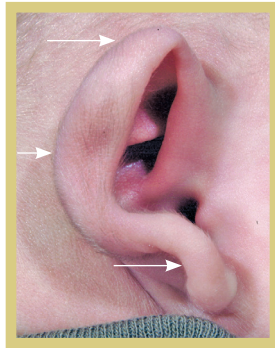
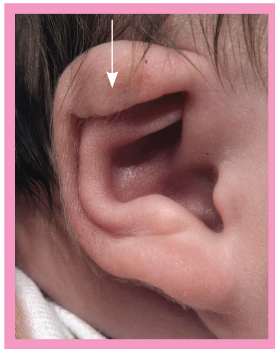
HELICAL RIM

Helical rim irregularities or compression may occur anywhere along the entire circumference of the helical rim.



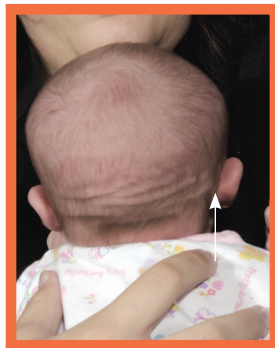
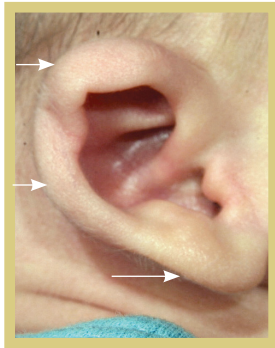
LIDDING

A folding over of the helical rim or upper third of the ear. It occurs when the superior limb of the antihelix or the fossa fails to properly form. (See superior limb of triangular fossa in normal ear.) Lop ear is the severe expression of lidding.



CUP EAR

An advanced form of the prominent ear with an incomplete opening of the ear. Often characterized by very stiff and resistant cartilage around the scapha and helical rim that can feel as though a string envelopes the helical rim.



PROMINENT EAR

Presents as an abnormally protruding ear (Bat Ear, Dumbo Ear). The over-projection is significant and typically exceeds 9mm from the mastoid. Often is under- or undiagnosed until too late for EarWell™ correction.



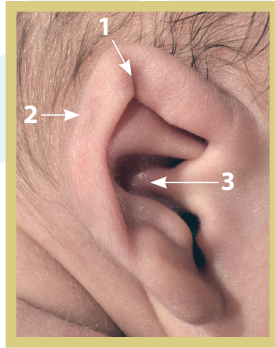
CONCHAL CRUS

The conchal crus is an abnormal fold of cartilage crossing the mid portion of the concha symba that appears to divide the ear in half. It often results in prominent ear.



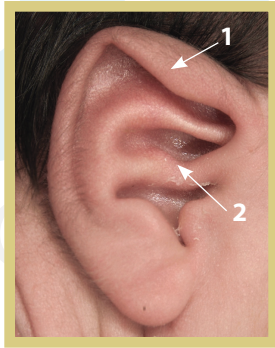
CRYPTOTIA

The ear cartilage framework appears buried beneath the skin with no apparent sulcus (where the ear meets the skull) or skin behind the ear.



MIXED

Many ears present multiple deformities in combination. ON THE LEFT (1) Stahl's, (2) Helical Rim, (3) Conchal Crus deformities. ON THE RIGHT (1) Lidding and (2) Conchal Crus deformities.



BEFORE EarWell® Correction Therapy

How the EarWell® Deformity Solution Works



Discuss the EarWell® Infant Ear Correction System with your Pediatrician.