

ORALFLO Pill Swallowing Cup™
TECHNOLOGIES



COMPANY PRESS KIT

For more information please contact
Roger Heilos or Scherlyn Garney at:

Oralflo Technologies
P.O. Box 222, Dept. 1 SH
Raritan, NJ 08869

Telephone: 1-888-843-1631 **Fax Number:** 775-429-0097
Email: info@oralflo.com **Website:** <http://www.oralflo.com>

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COMPANY FACT SHEET

Company Name: Oralflo Technologies

Company Description:

Oralflo Technologies designs and manufactures superior quality medical products that facilitate treatment while enhancing the relationship between healthcare consumers and their physicians and care givers. Our products address the unique challenges faced by this industry so that more individuals may reap the benefits of good health and longevity. For information on our flagship product, the Oralflo Pill Swallowing Cup, please visit <http://oralflo.com>

Mailing Address:

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Manufacturing Address:

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Maplewood, NJ 07040



Oralflo Technologies, P.O. Box 222, Dept. 15H, Raritan, NJ 08869-9998 • www.Oralflo.com • 1-888-843-1631

Key Contact: Roger Heilos, President and Founder
Email: info@oralflo.com

Telephone Number: 1-888-843-1631

Fax Number: 775-429-0097

Internet URL: www.oralflo.com

Chief Executive Officer: Roger Heilos

Public Relations: Scherlyn Garney

Industry: pharmaceutical products, medical supplies

Key Markets: juvenile, seniors, disabled

Number of Employees: less than 50



COMPANY OVERVIEW

PRODUCTS AND/OR SERVICES

Oralflo Technologies is dedicated to supplying the pharmaceutical and healthcare industries with revolutionary products that are safe, effective, economical, and easy to use.

Beginning with their flagship product, the OralFlo Pill Swallowing Cup, it is the intention of OralFlo Technologies to put their medical engineering capabilities to productive and positive use in the realm of health and personal care. OralFlo manufactures medical devices which alleviate specific challenges that can stand in the way of good health and wellness.

Oralflo Technologies has embarked upon a full-scale effort to make the Pill Swallowing Cup and future products like it available to the public via distribution to hospitals, wellness and rehabilitation centers, nursing homes, therapy facilities and schools, as well as maintain availability for purchase on an individual basis.

MISSION AND FOCUS

Oralflo Technologies created the Pill Swallowing Cup in response to a very real problem experienced by people of all ages: the inability to swallow medicine in pill form. For company founder and President Roger Heilos, what began as a quest to help family members ingest prescribed medication grew into a passion and mission to put more than 30 years of experience to work developing state-of-the-art medical products that help real people live healthier lives.



Users of the OralFlo Pill Swallowing Cup find that the product addresses three key issues:

1. the physical challenge of being unable to swallow medicine in pill form
2. the mental anxiety associated with this inability to swallow pills
3. the subsequent failure to address one's health issues as recommended by a physician.

Oralflo products are designed to facilitate treatment while helping patients draw positive associations with the healthcare industry. They are intended to help break down the physical and psychological barriers that stand in the way of achieving and sustaining good health.

TARGET AUDIENCE

Oralflo Technologies serves the healthcare industry as its primary market, with products that are designed for personal use by individuals as well as by physicians, psychiatrists, nurses, and care givers who prescribe and/or administer vitamins, supplements and medication both directly and indirectly to their patients.

Oralflo products are purchased by general hospitals, children's hospitals, psychiatric hospitals, doctor's offices, rehabilitation clinics, therapy centers, psychiatrists, nursing homes, group homes, daycare centers, pediatricians, and similar organizations and institutions. They are available for bulk and individual purchase via the company website at <http://oralflo.com>



CLIENTELE

Johnson & Johnson - Austin, TX

St. Jude Children's Hospital - Memphis, TN

Duke University Hospital, Dept. of Pediatrics - Durham, NC

University of South Carolina, Dept. of Pediatrics - Columbia, SC

Legacy Emanuel Hospital - Portland, OR

Maine Coast Memorial Hospital - Ellsworth, ME

Recreational Therapy Children's Hospital - Seattle, WA

Portage Health Systems - Hancock, MI

University of Alabama Hospital - Birmingham, AL

General Electric - Selden, NY

Center for Prevention & Treatment of Infections - Pensacola, FL

V.A. Medical Centers - Pennsylvania, New York, Texas

Eli Lilly - Indianapolis, IN

Kinsmen Enterprises - West Frankfort, IL

Delaware Autism Program, Parent's Advisory Council - Newark, DE

The Peddie School - Hightstown, NJ



The Wellness Studio - Austin, TX

The Matheny School - Peapack, NJ

The Midland School - North Branch, NJ

Inc. Research - Raleigh, NJ

Enzymatic Therapy - Winter Garden, FL

Station Medical Supplies - Altoona, PA

Abundant Health & Wellness - Sarasota, FL



MARKET FOCUS

For more than 40% of Americans, the problem of being able to swallow pills is very real - and prevents many people from addressing their physical and mental health challenges appropriately. Not only does the inability or unwillingness to swallow pills reduce the effectiveness of the prescribed treatment, but it creates a negative association with doctors, medicine and the healthcare industry in general. This in turn causes people to ignore their health issues and avoid seeking treatment.

It is the goal of Oralflo Technologies to design products that serve a unique purpose in the healthcare industry, as well as bridge the gap between patients and healthcare providers so that more Americans may enjoy the benefits of good health and longevity.

Oralflo Technologies is currently focusing on creating awareness of its flagship product, the Pill Swallowing Cup. The primary end user of the Oralflo Pill Swallowing cup can be of any age, condition or ability - from young children who have not yet learned to swallow pills, to individuals who cannot swallow pills due to certain physical conditions and/or illnesses, to the elderly.

The Pill Swallowing cup has proved itself to be an effective means of administering medication in pill form to individuals with autism, Parkinson's disease, muscular dystrophy, cancer, and other diseases and health conditions. The cup is registered and monitored by the FDA as a Class III medical device. It addresses a specific medical condition known as *dysphagia*, or the difficulty or inability to swallow.

The Pill Swallowing Cup has also proven useful for individuals who may not have severe illnesses or conditions, but have nevertheless developed an aversion to taking pills due to their difficulty in swallowing them.



CORE VALUES

Oralflo Technologies is committed to designing and manufacturing superior quality, FDA-classified medical products that:

- respond to a specific challenge or need within the healthcare industry
- make it easy for individuals to carry out their prescribed medical treatment
- give children a head-start on the path to good health

- provide a means for caring for and preserving the health and well-being of the elderly
- can be used in the treatment and care of those with special conditions and diseases

- are manufactured with safest and most durable materials available
- are 100% safe when used according to their intended purpose
- are manufactured using low-cost methods that enable healthcare institutions to purchase them at a relatively inexpensive cost
- are available via catalog, drugstore, supermarket or online purchase by individuals

- alleviate the anxiety associated with doctors, pills, treatments and procedures
- foster understanding and cooperation between patients, doctors and care givers
- promote healthy patient-physician relationships



MANAGEMENT

Roger Heilos, President and Founder

Roger Heilos, founder of Oralflo Technologies and inventor of the Oralflo Pill Swallowing Cup, hails from a 30-year mechanical engineering background. He spent the majority of his career developing specialty products for the Ethicon Division of Johnson & Johnson. To his credit, he accumulated an impressive record of innovative contributions to their company over the course of 18 years - including surgical implants, heart stents, hysterectomy shunts, soft tissue reattachment clips, ligating clips, and many other products that have helped to revolutionize the healthcare industry.

Prior to this, he worked as a facility operations manager for Weis-Aug Corporation, where he oversaw aspects of the injection molding process as it pertains to electrical parts. He also worked as a division manager at Thermoplastics Process Inc. He is pleased to devote his life's work to creating products that serve a practical use in the field of medicine.

Heilos received his Associate's Degree in Mechanical Engineering from the County College of Morris in New Jersey and went on to pursue studies in engineering from Rutgers University. He is a member of the Society of Plastic Engineers and currently resides in Bridgewater, New Jersey.



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