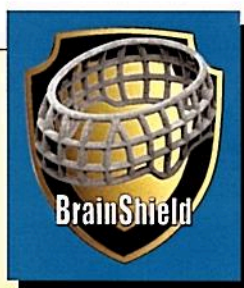




In 2009, nearly **110,000 Children ages 5-14** were treated in hospital emergency rooms for baseball-related injuries. **Baseball and Softball head injuries accounted for 38,394** of this number.

**3,800,000 concussions** were reported in 2012. **Double the number reported in 2002.** More than 90% of sports related concussions occur without the loss of consciousness.

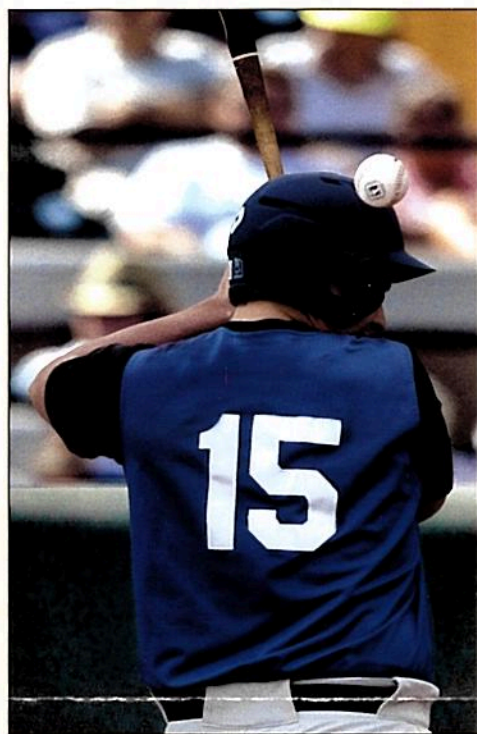
(Consumer Product Safety Commission)



## **Strike, Impact, Blows to the Head... BrainShield Protects the Brain!**

Every year hundreds of Little League players across this country will suffer serious head trauma. The **BrainShield's patent-pending design** offers innovative safety and enhanced protection from potential brain injury resulting from impact suffered during the process of pitching, hitting or just running the bases. Flexible and lightweight, BrainShield provides a significant safeguard as evidenced by testing at a major university's Biomechanics Injury Research Lab.

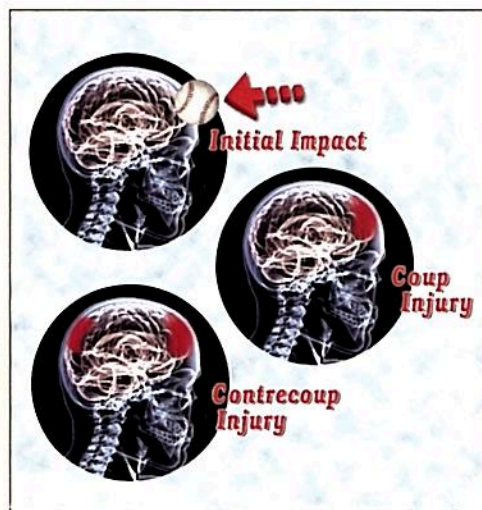
The BrainShield was specifically designed *employing anatomical knowledge and understanding* to mitigate the severity of such blows. Our device creates a rapid distribution of the force of the impact over the skull; utilizing a light material which reconstitutes immediately, ready for the next blow. BrainShield dissipates this force at a lower peak, for a longer period of time, reducing impact severity and head risk criteria. **The Head Injury Criterion (HIC)** is a measurement of the likelihood of an injury arising from impact.



## **Traumatic Brain Injury and Cerebral Contusions**

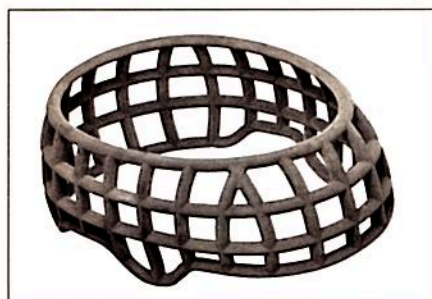
**Coup-Contrecoup Injury** describes cerebral contusions that occur at the site of the impact, and also on the complete opposite side of the brain. This occurs

when the force striking the head is great enough to cause a contusion at the site of impact. A strong enough impact can actually move the brain; causing it to slam into the opposite side of the skull, where it creates the additional contusion.

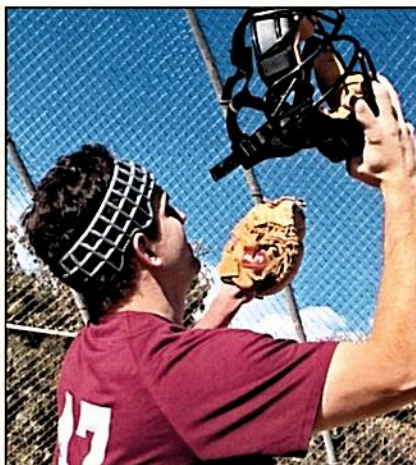


**BrainShield Tests  
Showed a 71% Reduction  
in Head Risk Criteria!**

**BrainShield Sells at the  
Price of a Baseball Cap!**



Our Catcher's BrainShield is currently undergoing testing and is showing great results. Findings are coming in December.



**BrainShield Adult Sizes Available Summer 2018!**

**4 oz. of 360° Lightweight, Ventilated, Comfortable Auxiliary Head Protection!**



# Helmets Only Protect the Head – BrainShield PROTECTS THE BRAIN!

## BrainShield Significantly Reduced Impact Force!

All testing was performed using the Cadex Linear Impact Testing Machine. Linear Acceleration and Head Injury (HIC) Criterion were the metrics used to compare the force of a baseball traveling 85 to 90 mph and striking the headform, which is representative of a pitcher's head and brain.



**HEAD RISK CRITERIA** was derived by measuring:

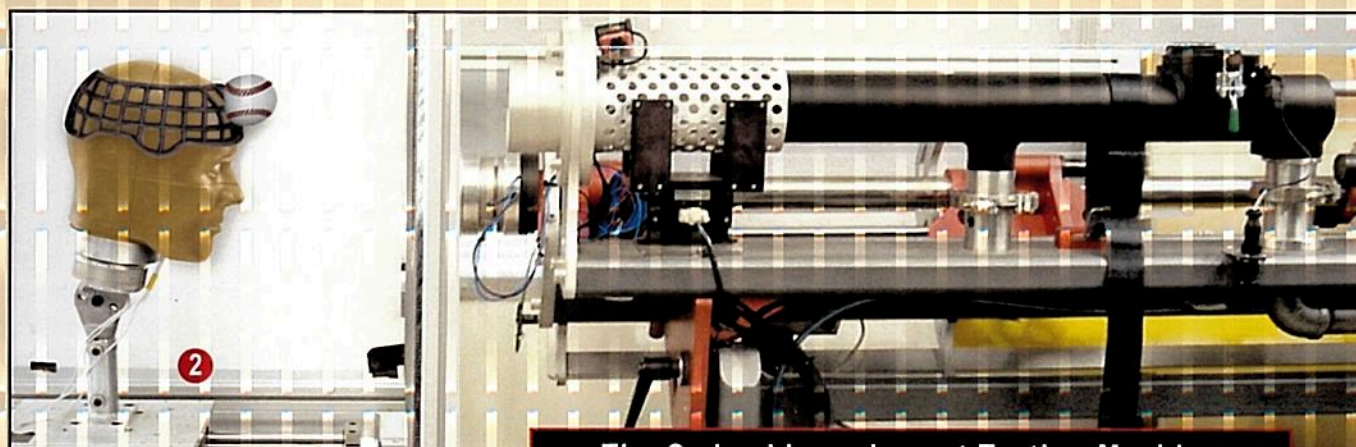
- 1). An Uncovered Headform,
- 2). A Headform Protected with the BrainShield Alone, and
- 3). A Headform Protected by the BrainShield, worn beneath an approved Batting Helmet.

Results showed that the **BrainShield Device provided a 71% REDUCTION\* in Head Risk Criteria!**

With an approved helmet worn on top of the BrainShield a **76% REDUCTION\* in Head Risk Criteria was achieved!**



*\*All testing was conducted under the same conditions, changing only the headgear.*

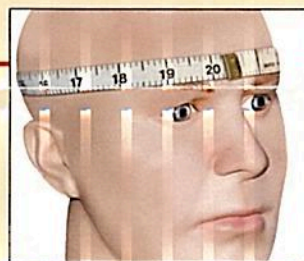


The Cadex Linear Impact Testing Machine

**Please Note:** Criteria for helmet testing today *does not test any protection rendered for the brain*; but rather only the helmet itself. **This is the precise reason that the BrainShield was developed!** Being non-adjustable, it is specifically designed to *fit individual head sizes only*, as studies have shown that this *more smoothly distributes impact force over a greater area!*

## How to Measure

Use a flexible measuring tape that is marked in inches. Position the tape where you want the BrainShield to sit – (usually just above the ears). Then measure the circumference of the head while keeping it level.



To wear a Fitted Ball Cap over the BrainShield Add One-Size Over the Brain Shield Sizes listed. Or use an Adjustable Ball Cap. See Youth Sizing Chart.

**Make Sure to Double-Check Your Measurements!**

## YOUTH SIZING CHART

Head Circumference Inches	BrainShield Size	Hat Size to Fit Over BrainShield
18-1/2	5	<b>Add One Size Over the Head Size of an Adjustable Ball Cap</b>
19	6	
19-3/8	6-1/8	
19-3/4	6-1/4	
20-1/8	6-3/8	
20-1/2	6-1/2	
20-7/8	6-5/8	
21-1/4	6-3/4	



Patent Pending



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