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New Products - New Opportunities

The Most Innovative Ear Curette Ever

The Bionix Lighted Articulating Safe Ear Curette™ combines the two greatest innovations in ear curettage; visualization with light and magnification, and articulation for the ability to work behind an occlusion in the ear canal. The easy to maneuver tip articulates up to 90° to assist in the removal of cerumen from the ear canal and foreign bodies from the ear and nose.



Convenience – Eliminates the need to use a separate light source or magnification device in an attempt to enhance visualization.

Safety – Illumination and magnification improves procedural accuracy, avoiding the risk of injury from blind curettage with stainless steel currettes. Made in the U.S.A.

Product Offering

#2511 - Lighted Articulating VersaScoop, 3mm tip (50 Articulating Ear Curette Tips, 1 Light Source, 1 Magnification Lens)

#2200 – Extra Light Source

#2265 – Pack of 5 Magnification Lenses

Reimbursement

The potential for reimbursement exists when using the Lighted Articulating Safe Ear Curette for cerumen or foreign body removal. The following CPT codes may apply.

69210 – For potential reimbursement of impacted cerumen in one or both ears (bilateral procedure).

69200 – For potential reimbursement of foreign body removal from the ear.

30300 – For potential reimbursement of foreign body removal from the nose.

Target Markets

Primary users of the Lighted Articulating Safe Ear Curette are Pediatricians, Family Practitioners and ER Physicians. Additional users include Internists, NP's and PA's

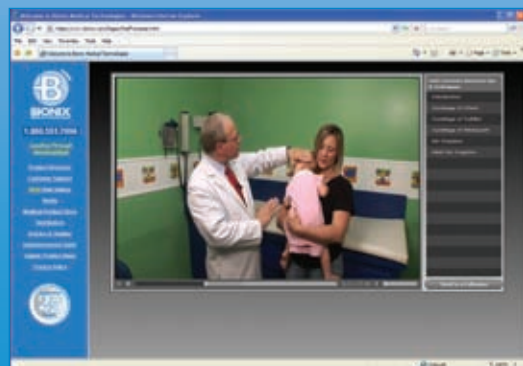
Contact your Bionix Regional Account Manager today for information on the most innovative ear curette ever.

Family Fun

With the addition of the new Lighted Articulating Safe Ear Curette, Bionix has a complete line of lighted products offering the most important aspect of any procedure, *visualization*. The “Lighted” family of products from Bionix provides practitioners with a brilliant white light engineered to reach the working end of each product. This light, when combined with the magnification lens, allows practitioners to

THE Selling EDGE

A NEWSLETTER FROM BIONIX MEDICAL TECHNOLOGIES



Need cerumen removal tips and techniques for your customers?
Visit www.BionixRep.com to view our instructional video.

Leading Through Innovation.



Phone: 1.800.551.6810

Fax: 1.800.455.5678

Web: www.BionixRep.com

complete their procedures in the safest and most efficient manner possible. For information or demonstration kits of the following, please contact your Bionix Representative.

- 1. The NEW Lighted Articulating Safe Ear Curette™**
- 2. The Lighted Ear Curette™ with Magnification**
- 3. The Lighted Forceps for Foreign Body Removal**



5 Facts About Light

1. Light travels at approximately 186,000 miles per second.
2. It takes 8 minutes 17 seconds for light to travel from the Sun's surface to the Earth.
3. The bending of light as it passes from one transparent substance to another is called refraction.
4. Incandescent light bulbs lose

about 80% of energy to heat, leaving the last 20% to light. LEDs lose 10% to heat, leaving the remaining 90% to light.

5. Without light, Physicians would be performing ear curettage blindly.

New Faces

Paola Greene, International Sales Manager



Paola Greene is the newest addition to Bionix's Sales Team joining our organization in September 2010. She has over 10 years of Business experience with major companies such as IBM and SYKES - Sykes Enterprises is a multinational corporation which provides business process outsourcing, such as technical support and customer service. Sykes has over 51,000 employees at 80+ locations in 25 countries operating in 30 languages. At IBM she worked as the Relocation of Expatriate Services Coordinator. Paola was born in Costa Rica and has a Masters Degree in Marketing from the University Latina of Costa Rica.

Paola is fluent in Spanish and English and has some Italian

language skills as well. She enjoys traveling to warm locations, reading, learning to play golf and working out.

Elaine Morgan, Regional Account Manager, Eastern US



Elaine Morgan has accepted a new role as the Regional Account Manager for the eastern region of the US. Since joining Bionix in 2004, Elaine worked as the Sales Coordinator for the Radiation Therapy division of the company. Elaine is a graduate of the University of Toledo where she earned a Bachelor's degree in Arts & Sciences / Interdisciplinary Studies. In her spare time, she enjoys golfing, ballroom dancing, cooking, and traveling.

Bionix Can Help!

Are you looking for additional training on Bionix products? Call your Bionix Regional Account Manager to setup a Teleconference Training Call. Upon request, Bionix can also provide ROI information as well as CPT codes for potential reimbursement.

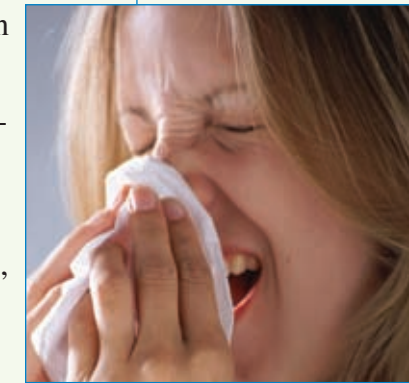
Want to send direct mail? Bionix

can mail flyers and send samples directly to your customers on your behalf. Each product flyer and sample will include your name, company name and contact information. Let Bionix work for you!

Cold and Flu Season

Cold and Flu season is here! If you frequently visit physician offices and hospitals, you face more exposure to germs than the rest of the population. Here are some everyday preventative actions to help slow the spread of germs that cause respiratory illness, like flu.

- Wash your hands often with soap and water. If soap and water are not available, use an alcohol-based hand rub.



help remove germs.

Sinusitis is another common infection this time of year.

It is frequently

preceded by a cold, allergy attack, or other irritation by environmental pollutants. Unlike a cold, acute

- Avoid touching your eyes, nose, and mouth.

- Try to avoid close contact with those who are sick.

- Routinely clean frequently touched objects and surfaces, including doorknobs, keyboards, and phones. If you work out of your vehicle, clean your steering wheel and shifter to

bacterial sinusitis may require treatment with an antibiotic to cure the infection and prevent future complications. To help maintain sinus health, the American Academy of Otolaryngology suggests the following ways to keep your sinuses clear:

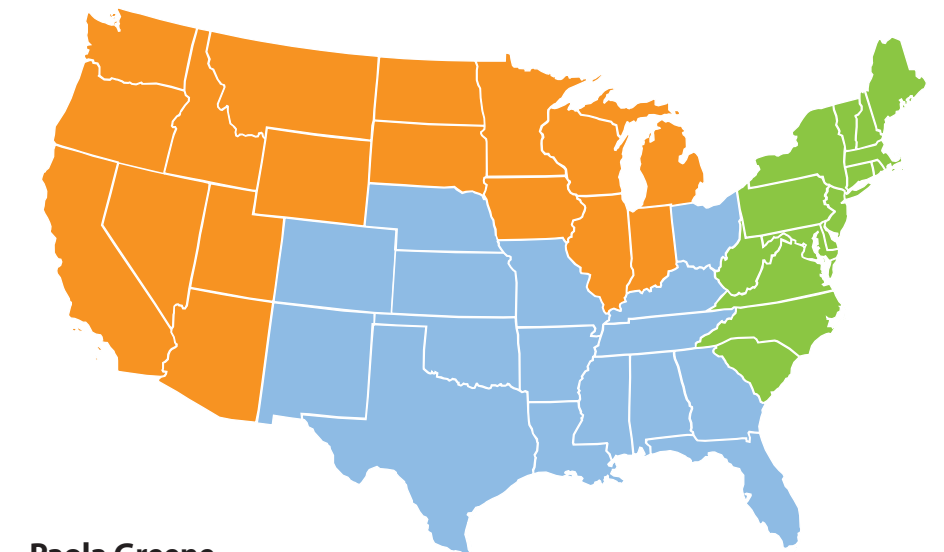
- Drink plenty of fluids to keep nasal discharge thin and keep your body hydrated.
- Use a humidifier, particularly if air in your home is heated by a forced-air system.
- Use a saline nasal spray or gel to help provide relief from dry sinuses.

In addition to these preventive measures, also consider the option of getting the flu vaccine.

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Bionix Sales Rep Map