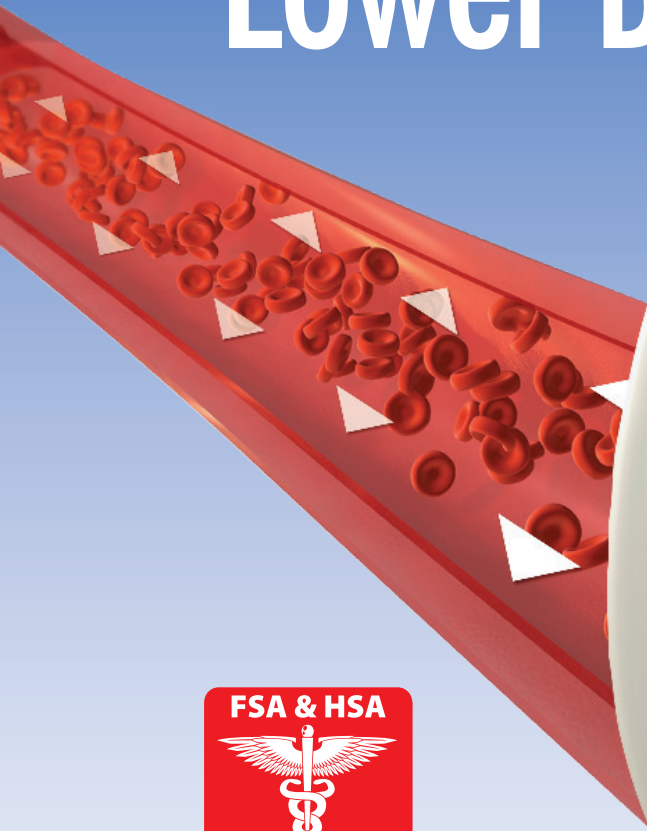


Harness the Natural Power of Breathing to Lower Blood Pressure



A Proven Non-drug Way to Lower Blood Pressure

- ▶ **No side effects**
- ▶ **Doctor recommended**
- ▶ **Pleasant and easy to use**

RESPeRATE, the first 'non-drug' product clinically proven to lower blood pressure

Pharmacological interventions and lifestyle modifications may not be enough to achieve one's goal blood pressure. Adverse reactions to medication and poor compliance further frustrate both patients and healthcare professionals.

RESPeRATE offers an additional non-drug option to further lower patients' blood pressure with no side effects.

On first hearing about RESPeRATE you may be thinking it is 'too good to be true.' A non pharmaceutical product with FDA clearance for treating hypertension? However, when you read that using it results in an average sustained reduction on blood pressure of 14/8 mmHg and that it has a wealth of clinical trials published in peer-reviewed journals supporting this and other claims, it starts to sound very intriguing.

Consisting of a computerized control unit, a breathing sensor and a set of earbuds, RESPeRATE interactively guides the user to breathe at a rate of less than 10 breaths per minute with prolonged exhalation. Sympathetic neural activity is reduced, with a resultant dilation of the muscles surrounding small blood vessels, allowing blood to flow more freely and blood pressure to be reduced.

What results can you expect?

As shown in a published review of 10 clinical trials¹⁰, RESPeRATE lowers high blood pressure by an average 14 points systolic and 8 points diastolic, with top 10% reductions of 36/20 mmHg. Used for 15 minutes a day, 3-4 times a week, RESPeRATE demonstrates a significant, all-day blood pressure reduction beyond the reduction from concurrent treatments such as medication, diet and exercise.

Provided it is used for the recommended time, blood pressure will remain lowered between sessions. RESPeRATE will not reduce blood pressure too much; it has a normalizing effect.



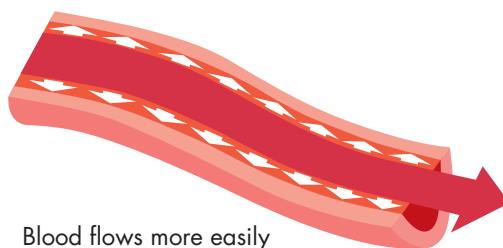
What is RESPeRATE?

RESPeRATE is a portable electronic device that consists of a computerized control unit, about the size of a paperback book, a breathing sensor that is fastened around the abdomen, and a set of earbuds.

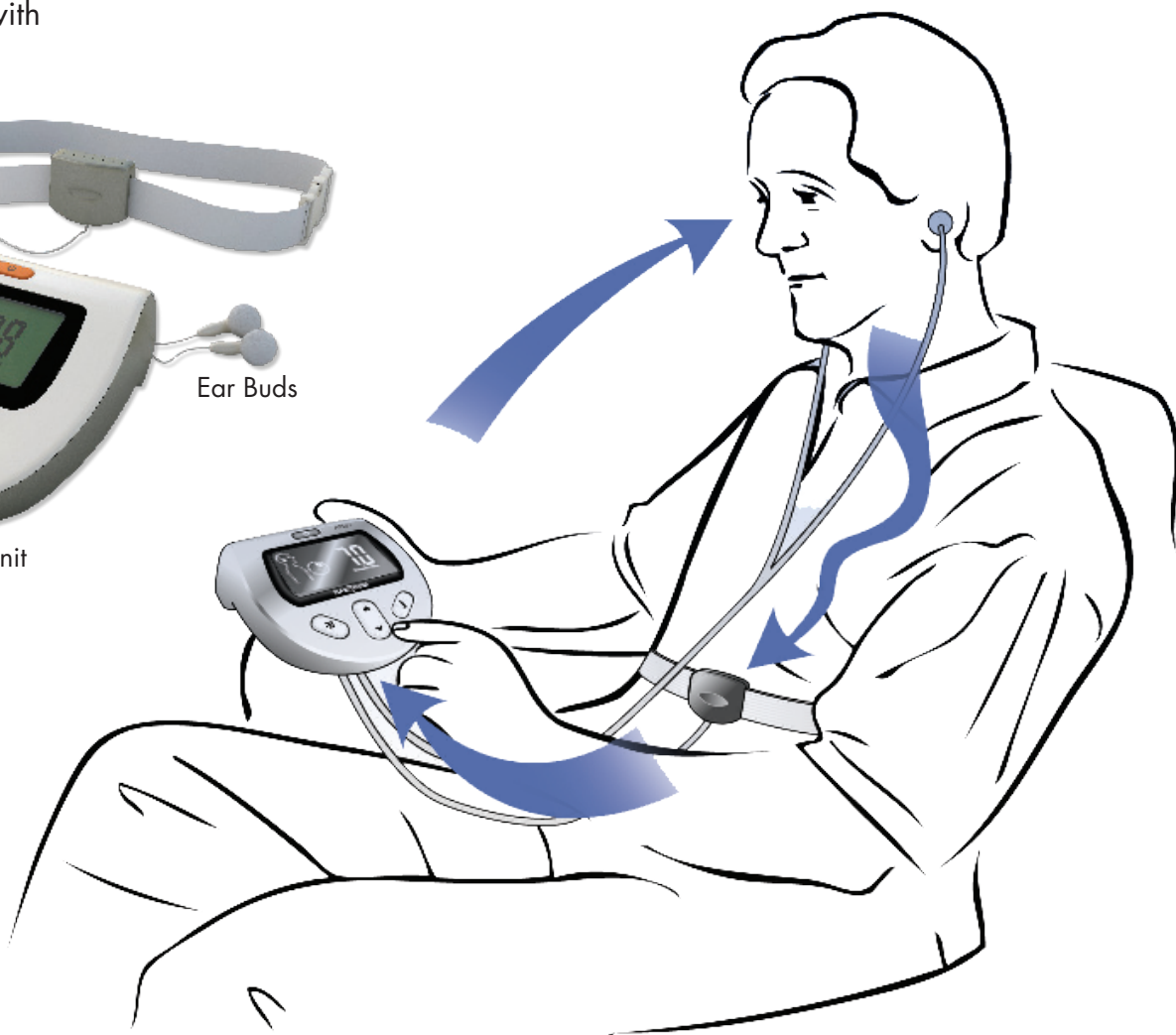
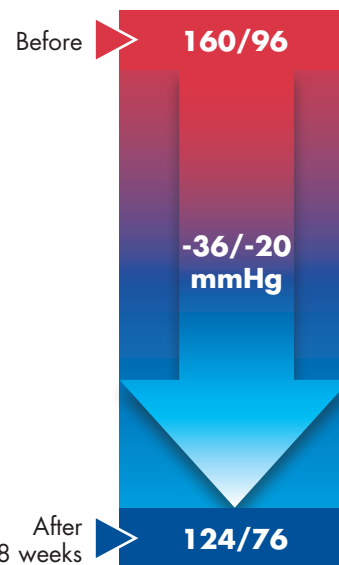
RESPeRATE lowers blood pressure by relaxing constricted blood vessels. The device enables users to quickly harness the power of paced breathing, which means all users have to do is breathe along with RESPeRATE.



Constricted or narrowed blood vessels



Blood flows more easily through relaxed vessels

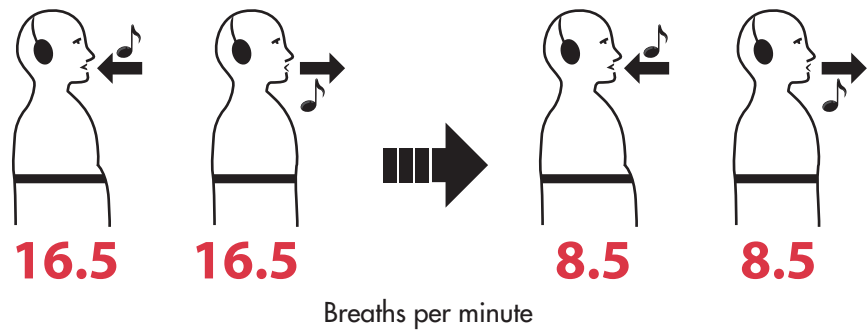


How does RESPeRATE work?

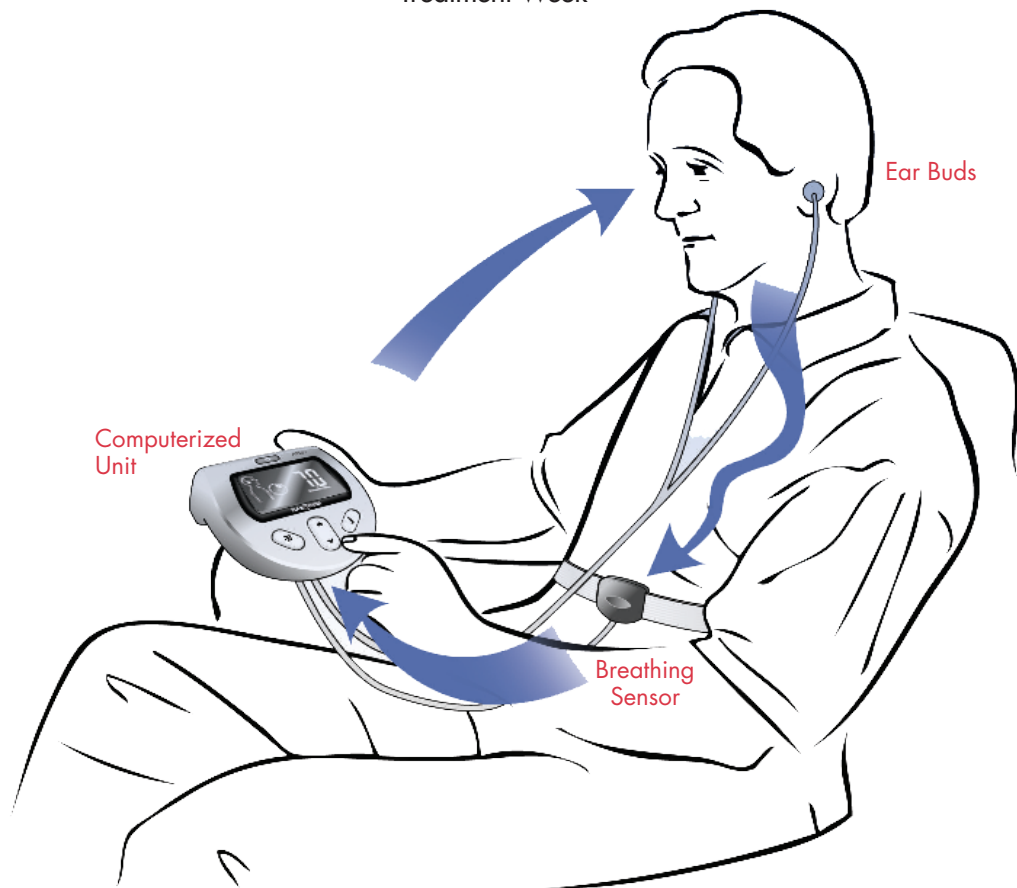
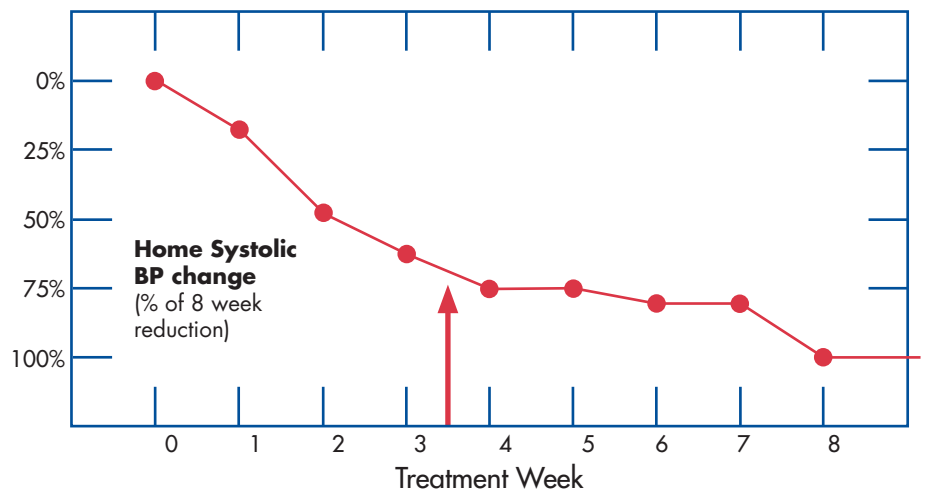
RESPeRATE's breathing sensor, placed on the upper abdomen, automatically analyzes the patient's breathing pattern and creates a personalized melody composed of two distinct inhale and exhale guiding tones. The patient simply listens to the melody through the headphones, and the body's natural tendency to follow external rhythms enables the patient to easily synchronize his or her breathing to the guiding tones.

By gradually prolonging the exhalation tone to slow down breathing, RESPeRATE leads the patient to the therapeutic zone of less than 10 breaths per minute. Within a few minutes, the muscles surrounding the small blood vessels in the body relax, blood flows more freely, and blood pressure is significantly reduced.

While breathing returns to normal after each session with RESPeRATE, the beneficial impact on blood pressure accumulates. Within three to four weeks, a significant, lasting reduction in blood pressure occurs.



Time Course of Effect on Home BP⁴



FAQs

Can the breathing exercises be performed alone, without the device?

No, that's not as easy as it sounds. In order to lower blood pressure, people need to pace their breathing, prolong exhalation, and do so without effort. Yet even the simplest breathing exercises, such as counting, reciting a mantra or consciously observing your breathing, requires concentration which is effort. RESPeRATE does this work for the patient by using rhythmic tones to guide breathing interactively. This slows breathing without a conscious effort. So, while unaided breathing techniques can have a relaxing effect, RESPeRATE has been proven through clinical studies to deliver a significant and lasting effect on high blood pressure.

What is the recommended course of treatment for RESPeRATE?

Studies have shown RESPeRATE delivers significant blood pressure reductions when it is used for 15 minutes at a time, at least three to four times per week, in order to attain 40 or more minutes of slow breathing (<10 breaths per minute). Additional use has shown to provide further blood pressure reductions, and there is no danger of using the device too much. So, we recommend using RESPeRATE daily.

How long does it take for patients to realize a decrease in blood pressure from using RESPeRATE?

In clinical trials, most patients saw the bulk of the results after just three to four weeks of treatment. Further reductions accumulate with consistent use.

How long do the effects of using RESPeRATE last?

Clinical studies show that RESPeRATE can provide a sustained all-day reduction in blood pressure with regular

use. As with other physical exercises, the benefits will not be maintained over time without continued routine use. Compliance is good as most patients find RESPeRATE relaxing and pleasant to use.

Is RESPeRATE the same as yoga or meditation?

No. While based on the same fundamental physiological phenomena, that structured breathing exercises can have a beneficial effect, RESPeRATE is the only method proven to lower blood pressure repeatedly in well designed clinical studies. The key difference is that unaided breathing techniques such as yoga and meditation, require effort and concentration, which counters the lowering of blood pressure (by raising sympathetic nervous system activity). So, while yoga and meditation may be relaxing and there is some data showing a blood pressure lowering effect, scientific consensus does not support them as practical interventions for treating hypertension. In contrast, RESPeRATE's patented method for interactively guiding breathing, utilizes our natural tendency to follow external rhythms to deliver the therapeutic effect of breathing without effort.

Is RESPeRATE safe?

Yes, the FDA labeling has no contraindications and there are no known side effects with the use of RESPeRATE. It is advisable not to use RESPeRATE while driving or operating heavy machinery since people may fall asleep during sessions. Since RESPeRATE is a device and not a drug, there is no concern for drug interactions. RESPeRATE is being used by thousands of patients and recommended by healthcare professionals around the world, earning prescription coverage in the U.K..

Has the device been tested?

Ten well designed, published clinical trials have validated RESPeRATE's blood pressure lowering claim, proving the effectiveness and safety of device-guided breathing. RESPeRATE users with uncontrolled blood pressure experienced a significant decrease in blood pressure with no adverse side effects.

What is the clinical proof?

RESPeRATE's ability to generate a significant and sustained reduction in blood pressure was validated in 10 separate clinical studies published in peer-reviewed medical journals. It is supported by the clinical community; its Scientific Advisory Board includes past Presidents of the American, European and International Societies of Hypertension, as well as other key cardiovascular opinion leaders.

Clinical Trials Highlights

- 10 clinical trials¹⁻⁹(over 500 patients); 4 randomized & controlled ^{1,2,5,8}
- Significant & sustained 14/8 mmHg average reduction of high blood pressure, independent of gender and medication status¹⁰
- Greater reductions for older patients (18/8 mmHg for age>65) and higher baseline¹⁰
- Effective for resistant hypertension⁶, isolated systolic hypertension⁵, diabetic-hypertensives⁸, white-coat hypertension¹⁰ and more
- Significant and consistent results measured at the clinic¹⁻⁹, at home^{2-5,9} and with a 24-hour ambulatory blood pressure monitor^{3,9}
- No observed side effects
- Greater blood pressure reduction with more time spent in slow breathing⁵

For full information about the clinical studies visit www.resperate.com/clinician

Clinical References:

- [1] Schein M et al, J Human Hyperten 2001; 15(4): 271-278.
(Data pooled from first two studies)
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- [6] Viskoper R et al, Am J Hyperten 2003; Vol16:484-487.
- [7] Bae JH et al, Korean Hypertension J, 2006.
- [8] Schein et al, Diabetic Medicine. 2006; 23(Suppl 4): 671.
- [9] Erdine et al, European Society of Hypertension 2008. [in print]
- [10] Elliott et al, Medscape General Medicine, 2006; 8(3).

Please Note: RESPeRATE should be used as part of your overall health program for achieving goal blood pressure, as recommended by your doctor. RESPeRATE is a device for high blood pressure treatment, which can be safely used in conjunction with medication and lifestyle modifications such as diet and exercise.

RESPeRATE is a Risk-FREE Investment in Your Health

Try RESPeRATE for 60 Days and if it is not for you, for any reason you may return it for a full refund.

- RESPeRATE has no side effects.
- RESPeRATE does not cost anything if you decide not to keep it.
- RESPeRATE is the only non-drug therapy proven in 10 clinical studies.

Invest in your health with RESPeRATE!



Special Offer - Save \$50

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or call us at 1.877.988.9388 to
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We are committed to lowering blood pressure

Our Product Specialists will be glad to help you with questions and suggestions.

Call: 1.877.988.9388

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www.resperate.com

*Offer cannot be combined with any other offers from Intercure.