

## STATEMENT OF SUPPORT FOR MARCELL BERLIN, C & M MEDICAL

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We are proud to forward Marcell Berlin and C & M Medical Endearing Supplies Inc. as our InnovateHER winner and an extraordinary candidate for the national SBA InnovateHER competition.

Marcell Berlin is President and CEO of C & M Medical Endearing Designs Inc., which develops unique inventive products to provide comfort and safety to critically ill patients who require the use of an oxygen mask. Marcell invented and knitted “Cheek Muffs” late one night when her husband was a cancer patient in the hospital and his skin was indented and eroding with pressure sores from the elastic which held his oxygen mask to his face. With WalMart yarn and size 10 knitting needles, she created a cushioning device to protect her husband’s face and neck, and Cheek Muffs were born. While her provisional patent is pending for Cheek Muffs™, Marcell has also developed cushioning devices for nasal cannulas and trach collars – all of the key respiratory devices that critically ill COPD patients wear. Marcell’s business philosophy is to create the highest quality “Made in America” products that provide “Comfort When It Is Needed Most.” Marcell’s products fill an urgent need that the most vulnerable patients in our health care system consistently have – they protect the fragile skin of patients from pressure sores – whether they be tiny premature babies in the neonatal units of hospitals, or vulnerable elderly patients in critical care or long term care with respiratory issues.

### **HOW C & M SO PROFOUNDLY DELIVERS ON THE INNOVATEHER CRITERIA: 1) MEASURABLE IMPACT ON THE LIVES OF WOMEN AND FAMILIES, 2) POTENTIAL FOR COMMERCIALIZATION, AND 3) FILLS A NEED IN THE MARKETPLACE**

Women are natural nurturers, often intuitively putting others before ourselves. As such, many women go into caregiving fields, and are highly enthusiastic about Cheek Muffs™ and the comfort and safety they provide to the most vulnerable patients in our health care system. In addition, women are the leaders in our families when there is a healthcare crisis; we’re the ones at bedside trying to take care of our husbands or children when they are injured or ill. **At some point in her life, almost every American woman will find herself AT the bedside of someone she loves, or IN the hospital bed herself.**

More than half of all COPD patients are women, and women have a higher incidence of severe COPD than men, and an earlier onset. So women will likely comprise more than 50% of the users of Cheek Muffs™.

Whether the patient is a woman herself, or her family member, Cheek Muffs™ have a profound impact on the lives of women and families. Imagine a new mother with a premature baby, who is trying to recover from labor and giving birth...imagine the additional stress of seeing her tiny baby with an oxygen mask...and then finding that the elastic holding it on is wearing holes in the tissue-paper thin skin of her baby. It would be heartbreaking enough to be in this situation...without having the confounding impact and upset of adding more pain, panic and stress to both baby and mother! Cheek Muffs™ will protect her baby’s fragile skin.. and her peace of mind.

The commercial potential for Cheek Muffs™ is truly extraordinary. According to the CDC (Center for Disease Control), U.S. medical treatment costs for adults with COPD are projected to increase from \$32.1 billion in 2010, to a whopping \$49 BILLION dollars per year by 2020. With baby boomers aging and

requiring more medical care, health care expenditures in every category are rising too, for at least the next 20 years.

The end-user market for Cheek Muffs™ includes: veterans, critical care patients, cystic fibrosis patients, asthma patients, COPD patients, emphysema patients, lung cancer patients, pneumonia patients, sleep apnea patients, tuberculosis patients, Alzheimer's patients, and neonates and children with respiratory issues. COPD alone has impacted some 7 million American women over the course of the last 30 years.

In addition to the way that Cheek Muffs™ profoundly meets human patients' needs for comfort and survival support, Cheek Muffs™ also meet a huge commercial need: they prevent expensive hospital related complications like pressure sores and infections. And they are far more effective and sustainable than the most commonly used existing "solutions" for doing so: gauze pads. Cheek Muffs™ are washable and reusable, so they are usually purchased in 3-packs. At any given time, one is on the person and medical device, one is being washed, and one is ready to put on when the existing one is removed for laundering.

C & M will focus on selling to wholesale, large volume buyers, such as: acute care hospitals and respiratory units, government contracts including the U.S. Department of Veterans Affairs and the General Services Administration, the home health care industry, nursing homes and rehabilitation centers, hospice care providers, retail pharmacies, oxygen/pulmonary services, and health care equipment and supply providers. C & M will also sell retail packages online to consumers. It projects 1.6M in sales in its first year on the commercial market, and 3.3M in its second year...and it will still have barely scratched the surface in terms of reaching all of the medically fragile patients who desperately need its products. Once Cheek Muffs™ have significant momentum and patents are in place for the nasal cannula and trach collar muffs, there'll be two related but brand new markets for C & M to go after, and to sell to its existing wholesale buyer customer base.

As the Program Director for the Washington Center for Women in Business, I can heartily recommend Marcell Berlin and C & M Medical for a national finalist role!

Respectfully,

A handwritten signature in cursive script that reads "Elizabeth Jamieson". The signature is written in dark ink and is positioned above the typed name and title.

Liz Jamieson  
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