

# **C & M Medical Endearing Designs**

**Marcell M. Berlin  
4960 Center Road  
P.O. Box 220  
Chimacum, WA 98325**

**Bus: 360-732-0220**

**Fax: 360-732-0403**

**Cell: 360-509-7587**

**[cmmmedicalsupplies@embarqmail.com](mailto:cmmmedicalsupplies@embarqmail.com)**

**[Marcell@cmmedicalsupplies.com](mailto:Marcell@cmmedicalsupplies.com)**

**[www.cmmedicalsupplies.com](http://www.cmmedicalsupplies.com)**

## **Executive Summary**

The health care industry has been one of the fastest and continuous growing industries in the United States, as shown by its growth of the existing past decade, with the health care industry growth exceeding \$40 billion dollar in sales last year. C & M Medical Endearing Designs is a company that has developed a creative and functional innovative product solution in the health care industry niche. Our company is driven with an uncompromising conviction to design, develop, manufacture and market “Made in America” protective barriers between the medical devices and the skin associated with pressure sores.

We are dedicated to bring awareness of the most vulnerable patients in the health care industry, by providing products that will enhance patients’ lives with dignity and self-worth. And above all, we strive for our company to provide... “Comfort when it’s needed most.”

As we launch our products both professional and throughout the United States in the next three years. Our first year calls for slow, but also aiming toward consistent steady growth, followed by the second year of swiftly increasing sales and we fully expect to be profitable, projection to double our sales. As the third year approaches, we plan to triple our second year gross sales. C & M medical Endearing Designs outlook will be profitable as never before, having a healthy cash balance. Our goal is to strengthen our future and become one the health care industries niche market leaders in the United States establishing good growth prospects. We look forward to manage its orderly growth strategy by maximizing cash flow and minimizing overhead and capital expenses.

## **Business Description**

C & M Medical Endearing Designs, designs, develops, and manufactures accessory products for the oxygen mask, trach collar, the nasal cannula that creates a protective cushioned barrier between the elastic band and the critical ill patient’s fragile skin. Our primary targeted market focuses on the medical industry Acute Care Hospitals from Children’s to Veteran’s hospitals, home health care, the neonatal to the elderly, Alzheimer’s patients/ nursing/respiratory rehab centers, hospice, respiratory/oxygen companies, medical assistance/home healthcare catalogs/ supply companies and retail pharmacies. Our company bonds a parallel empathy and compassion with the medical industry and caregivers that know and have experienced being at the bedside of patients and loved ones. C & M Medical Endearing Designs is located in the State of Washington on the Olympic Peninsula, with convenient access to a large metropolitan area and an International Airport (SEA/TAC)

C & M Medical Endearing Designs is an **S Corporation** established February 28, 2011. The decision was based on the following factors:

**Pass-Through Taxation:** An S Corporation is a pass through entity for the Federal Income Tax purposes.

**Salary & Dividend Payments:** As an S Corporation owner I can opt to receive both a salary and dividend payments from the Corporation in the prospective future as C & M Medical Endearing Designs continues to prosper.

## **Company Ownership and Qualifications**

C & M Medical Endearing Designs, Inc. is an S Corporation, and is owned solely by Marcell M. Berlin. Marcell's Professional and Personal qualifications blended together to form C & M Medical Endearing Designs. C & M Medical Endearing Designs would not have manifested without Marcell's personal experience of becoming an exponential advocate for her husband, Cliff, with years of doctor appointments, consultations, medications, and cancer treatments. At her husband bedside Marcell became his voice in the sterile medical industry, when the cancer over took him and he could no longer speak for himself. Only then, did the causation of new products and the insight of her years of retail experience of a business owner, bring about the realization of C & M Medical Endearing Designs. Marcell already has created respected relationships with sales reps. and knowledgeability in the Trade-Show Industry, and last but not least is an accomplished designer. All Marcell's past professional and personal life skills have served her well in moving successfully forward into the future accomplishments of C & M Medical Endearing Designs Inc..

## **Management and Operations**

C & M Medical Endearing Designs is S Corporation, is owned solely by Marcell M Berlin. Marcell M. Berlin has been an experience retail business entrepreneur woman and designer for over 25 years. C & M Medical Endearing Designs was founded by Marcell, who was a devoted 24/7 advocate caregiver for her husband Cliff, who passed away from the complications (respiratory) of cancer. Marcell experience as a business entrepreneur and designer materialized in forming C & M Medical Endearing Designs, taking her Cheek-Muff designs from concept, production to marketing.

As CEO/ President of C & M Medical Endearing Designs, Marcell's core function will be to achieve a long-term vision, with focused leadership. Promote revenue, growth, and oversee direct strategic marketing and production time-line management, delegating responsibilities for day to day operations of the company.

## **Business Philosophy**

To enhance the watchfulness bedside care of most vulnerable of patients, and their loved ones. To serve and support the demands of the increasing expanding caregiver population needs for new inventive products. Through continuous collaboration with the

health-care industry, the patients, and their families we will ensure our integral practices and promises. To provide the highest quality “Made in America” products, along with inspired solutions with... “Comfort when it’s needed most.”

Our company has empathy for the caregivers and their patients from a professional aspect as well as personal experience. We will always serve the health community with trustworthy hearts and be responsive with impeccable custom service, by fulfilling respectfully the needfulness of the patient, their families and the demands of the health care industry, the highest quality of “Made in America” products.

## **Employees**

**Office Manager** C & M Medical Endearing Designs will start with an Office Manager that will be the heart of the functioning office, assisting caregivers and their families with compassion and direction. And represent C & M Medical Endearing Designs in a professional, articulate, well-spoken voice in the medical Industry’s professional atmosphere. The Office Manager will organize and coordinate office operations and procedures with effectiveness, efficiency and safety.

Must be able to work independently while I am away from the office, with little or no supervision must be exceedingly well organized and enjoy administrative challenges of supporting an office of diverse clients. Manage relationships with vendors, sales reps, and medical providers, within the continual United States ensuring that all items are invoiced and paid on time. Salary is negotiable.

**Assistant Production Manager** The assistant production manager will be closely working under the supervision of Marcell, CEO/ President of C & M Medical Endearing Designs. The assistant production manager must be a team player; their responsibility will include planning, coordinating and controlling of the manufactured processes. Monitoring the production of goods and the effectiveness of services, ensuring accurate amounts are produced in the right quality, quantity and cost. The assistant production manager will also assist in managing the production process and schedule, overseeing quality control and ensuring products are produced on time and completed within the timeline. Additionally he/she will assist with the budgeting, utilizing needed human and material resources, creating a timescale from start to the finished production process. The assistant production manager must be willing to travel providing administrative assistance and support to the production success of C & M Medical Endearing Designs. Salary is negotiable.

**Social Media Manager** Where the Office manager is the heart of a well-organized office, the Social Media Manager will be the voice for C & M Medical Endearing Designs. The Social Media Manager must have impeccable writing skills, creative ideas and campaigns and monitor progress using web analytic tools. Answer directly to the social media inquiries and is versed in the structure of the social media universe. Be well-informed in what’s happening in the fast changing business world, knowledgeable in what our competitors are doing and successfully know where to focus effectively our

marketing and brand promotions all while using the company's voice and guidelines of our product lines.

## **Advisory Team**

C & M Medical Endearing Designs, Inc. has been honored to have chosen an Advisory Team of professional advocate supporters to our company that will strengthen and complement our continuing years of success. It will consist of a Minister, Attorney, CPA, Registered Nurse and (WCWB) Washington Center for Women in Business, Business Coach

Their qualifications are listed below.

Liz Jamieson  
Business Coach  
Washington Center for Women in Business  
Lacey, Washington

Linda Bickford Hayes RNMN  
Graduated California State University, San Francisco: 1972  
Graduated UCLA, Master of Nursing: 1976

Rev. Julia Price  
Community United Methodist Church  
Port Hadlock, Washington

Douglas A. Johns, Esq.  
Attorney  
Juris Doctor, *Cum Laude*, Seattle University School of Law, 1999  
Bachelor of Arts, with honors, University of Washington, 1995  
Bellevue, WA 98005

Randy Biegenwald CPA  
Silverdale, Washington

## **Outsourcing Professionals**

C & M Medical Endearing Designs will be outsourcing within the United States and the local community companies when needed. It will be more affordable to contract the manufacturing of the goods with a comparative advantage company than it is to knit the garments and package the goods internally. In the very beginning as the founder of the company is was important for C & M Medical Endearing Designs to outsource in America, it gives us far more control over the quality of the goods and the turnaround timeline. And we are proud to be contributing to American's economy, as well as for our company, it is an effective cost-saving strategy.

1. Knitting: The knitting will done with Knitmasters in the Knitting Mills of North Carolina
2. Packaging: Packaging will done by C & C Packaging Services, Monroe, Washington
3. CPA: Randy Biegenwald, Silverdale, Washington
4. Corporate Attorney: Richard L Shaneyfelt, Port Townsend, Washington
5. Sales Reps: self-employed, commission sales only, selected territories within the US.

## **Credit Policies**

In a perfect world Net 10, but as the reality of a business person my goal would be keeping all accounts paid within a Net 30 policy decreasing the amount in accounts receivables.

My credit policy will include discount incentives for companies who pay early, Net 10 to decrease the amount of money I have in accounts receivable. Also, incentives to include discounts to first orders and free or reducing shipping cost when paying cash up front, or larger orders eliminating more outstanding accounts. I will be using PayPal, Visa, and MC.

Most Hospitals and larger Health Corporations have your own company policies of when, where and how their products are delivered and that also includes their own payable policies which I have found to be Net 60 as a norm.

My experience in business has been that companies with a professional printed credit sheet with bank information, etc. made excellent long term business associates.

## **Marketing**

### **Industry Overview**

The health industry is evolving more and more in actively looking for new inventive medical solutions that are cost effective. Health care is now taught as a way of life, rather than a crisis to be dealt with. Annual doctor visits are increasing and supporting more healthy lifestyles.

The most powerful force operating in the health industry right now is the generation change. The growth in the number of senior boomers and its impact on the health care industry has been incremental. By 2029, the number of Americans 65 or older will climb to more than 71 million, up from 41 million in 2011, a 73 percent increase, according to Census Bureau. The effects of the medical industry having to care for such a large group will be felt in many areas already undergoing transformation, such as patient-centered medical homes, hospitals, in home care and retail pharmacies. One of the biggest stress points is the care of the chronically ill, particularly regarding patients with incurring

multiple chronic conditions. Patients with multiple chronic conditions are more likely to end up in the hospital, as results of compromised immune systems such as recurring respiratory infections.

Health-care spending typically accounts for more than 10 percent of Gross Domestic Product (GDP) in developed nations, the figure in the United States is even higher. In 2009, over \$8,000 was spent per person in the United States, totaling \$2.5 trillion!!! And spending is increasing, with the United States totaling 16.2 % of GDP in 2008 and 17.3% in 2009.

Clearly, opportunity is being created both by change in the health care industry itself and by changes in our own beliefs about well-being, and the results is rising spending on health care products and services of all kinds. Entrepreneurs have responded, finding better solutions to old problems and launching new businesses to meet the needs of an aging but increasingly health-conscious population.

By 2020 home health care and personal care aids will have increased more than 1.3 million, a 70 percent increase from 2010, according to the Bureau of Labor Statistics. That compares with the growth rate of 14 percent for the United States job market at large.

Health care can be broadly defined as providing medical products, equipment and services to protect, extend, or increase the quality of patients' lives.

The Global Industry Classification Standards (GICS) breaks it down into two broad subgroups

1. Health Care Equipment and Services.
2. Pharmaceuticals, Biotechnology and Life Sciences.

## **Neonates & Pediatrics**

The National Pressure Ulcer Advisory Panel recognizes that pressure ulcers can also occur on any tissue in pressure/friction and thereby **can develop beneath medical devices**. The article reports on pressure ulcers occur at a rate as high as 25 percent in high-risk premature infants. These infants are at a greater risk for pressure ulcers due to their extremely low birth weight, immature skin, need for medical equipment, immobility and imbalances in oxygen and blood flow. **The most common locations for pressure ulcers in premature infants are the back of the head and the openings of the nose.**

"People don't want to think about us," said Dr. Paul Scalise, chief of medicine at the Hospital for Special Care. "I don't want to think about us, either."

But more experts and policy makers are likely to have to start thinking about them soon. The cost of long-term acute care is substantial, about \$26 billion a year in the United States, and by one estimate the number of patients in these facilities has more than tripled in the past decade to 380,000.



Fatima Chaudhary, 2, left, and Emery Timms-Bernier, 1, in the pediatric unit of the Hospital for Special Care in New Britain, Conn. Credit: Rick Gershon for The New York Times

## **Company First Year Goals**

- Annual first gross year sales: \$ 1,650,000.00.
- Working diligently to obtain a GSA Scheduled Contract (General Services Administration) with the expertize counseling and assistance of PTAC (Procurement Technical Assistance Center).
- Capability Statement in Appendix.
- Focus marketing to the Department of Veterans Affairs on Veteran's Hospitals, Veteran's Homes and Out Patient Clinics.
- Focus marketing in the cities and states with the highest percent of Veterans reside.
- Veterans United States Census Bureau in Appendix.
- Veterans and Lung Cancer (Lung Cancer Alliance Report) in Appendix.
- Exhibiting at the April 2016 West Coast Medtrade. The Medtrade Attendees represent all 50 states and 64 countries. As an Exhibitor I will market my company to targeted audiences with buying power and strengthen relationships with existing customers. More information on the Medtrade in Appendix.
- Trademark and Patent finalized for Cheek-Muff and Trach-Muff.
- Trach-Muff final development.
- Launch the Trach-Muff at the 2016 Atlantic City Medtrade Show.
- Develop a monthly press releases to Target Audiences



- Designed a new informative user friendly website.

## **Company Second Year Goals**

- Annual second year gross sales \$3,300,000.00
- Continuing marketing to the Department of Veterans Affairs on Veteran's Hospitals, Veteran's Homes and Out Patient Clinics throughout the United States
- Expanding acute hospitals and hospice marketing and sales in twelve states, Washington, Oregon, California, Idaho, Montana, Utah, Arizona, New Mexico, Nevada, Colorado, Texas and Florida.
- Launching the neonates and children's line of Cheek-Muffs to the Spring 2017 Medtrade show
- Increasing our product production 100%
- Develop the Nasal-Muff
- Trademark and Patent the Nasal-Muff
- Launch the Nasal-Muff at the 2017 Atlanta City Medtrade Show.

## **Company Third Year Goals**

- Annual third year gross sales \$9,900,000.00
- Develop innovative additional lines of friction protective barrier garments designed for the active and immobile prosthetic patients.
- Tripling our product production 100%.
- Maintaining a solid foundation of our company.
- Focusing on the up-coming Baby Boomer's lucrative niche.
- Launching and exhibiting new unique attractive medical wearable attire lines, for acute hospital stay and hospice, at the 2018 Atlanta City Medtrade Show.
- Marketing our company's respiratory accessory product lines for the oxygen mask, trach collar, the nasal cannula throughout the United States.

## **Target Market**

### **U.S. Department of Veterans Affairs**

The Department of Veterans Affairs services to more than 27 million veterans, with products and services they required by a nationwide system of hospitals and clinics with Veterans Integrated Service Networks (VISN), data processing centers. The Department of Veterans Affairs purchase these goods and services on a national, regional, and local level. No matter how large or small the business is, VA is a potential customer. Each facility purchases a majority of products for direct delivery through its local Acquisition office.

The Department of Veterans Affairs (VA) operates a nationwide system of hospitals, clinics, Veterans Integrated Service Networks (VISN), data processing centers, which requires a broad spectrum of goods and services. The VA purchases these goods and services on a national, regional, and local level, no matter how large or small your business is, VA is a potential customer. Veterans Affairs purchases a majority of its requirements for direct delivery through its local Acquisition and Materiel Management office.

#### **Examples of what items the VA purchases are:**

- Pharmaceuticals and medical and surgical supplies
- Perishable subsistence
- Equipment, supplies, and materials for facility operation
- Maintenance and repair of medical and scientific equipment
- Building construction, maintenance, and repair
- Prosthetic and orthopedic aids, Medical gases

#### **Veterans**

Veterans are three times more likely to develop COPD than the general population. In fact, it is the fifth most prevalent disease in the veteran population, affecting approximately 15 percent of U.S. Department of Veterans Affairs (VA) healthcare users.

- COPD is the fifth most prevalent disease in the Veteran population, affecting approximately 15 percent of U.S. Department of Veterans Affairs (VA) healthcare users. Female Veterans use of VA Benefits have increased by 27% 2005 to 2012
- Health care and Disability Compensation accounts for 77% of all VA in 2012, up from 68%
- 48% of all VA users only used VA Health care in 2012
- 67% of Veterans receiving Disability Compensation used VA Health care, up from 59%
- Median age male user is 64
- Median age female user 45
- Veteran users tend to lower household incomes than non-users

#### **Baby Boomers**

Part of this increase in health care spending is due to our ageing population. In 2011, baby boomers started turning 65 in mass numbers. For the next 19 years, 10,000 individuals will turn 65 every day! By 2030, the population over the former retirement age will have grown from 13% to 18%. Improvements in medical care and healthier lifestyles are helping more of us to live longer. With the average life expectancies now approaching 80 years, the health care industry has many reasons to expand!

#### **Sleep Apnea Market**

The North America sleep apnea devices market is expected to reach \$13.5 billion by 2019. It is estimated to grow a compound annual growth rate (CAGR) of 15.9 percent. This CAGR data is an incentive and encouraging financial decision for C & M medical Endearing Designs' start-up initial investment value and to expand its development of investment value. COPD DIGEST states 6.3% of the United States population has COPD. The therapeutic sleep apnea devices market constitutes the largest segment of the respiratory market. The therapeutic sleep apnea device market constitutes the largest segment of the respiratory market, registering around 55.6 percent.

### Acute Care Hospitals

As populations continue to grow and age, there will be increasing demand for acute curative services. A total of 5,752 US acute care hospitals were included in the American Hospital Association database were surveyed. There measured the quantities of mechanical ventilators responsive to life-threatening emergencies, acute exacerbation of chronic illnesses and many routine health problems that nevertheless require prompt action. Emergency interventions and services should be integrated with primary care and public health measures to complete and strengthen health systems.

<b>Total Number of All U.S. <b>Registered</b> * Hospitals</b>	5,686
Number of U.S. <b>Community</b> ** Hospitals	4,974
Number of Nongovernment Not-for-Profit Community Hospitals	2,904
Number of Investor-Owned (For-Profit) Community Hospitals	1,060
Number of State and Local Government Community Hospitals	1,010
Number of Federal Government Hospitals	213
Number of Nonfederal Psychiatric Hospitals	406
Number of Nonfederal Long Term Care Hospitals	81
Number of Hospital Units of Institutions (Prison Hospitals, College Infirmarys, Etc.)	12
<b>Total Staffed Beds in All U.S. <b>Registered</b> * Hospitals</b>	914,513
Staffed Beds in Community** Hospitals	795,603
<b>Total Admissions in All U.S. <b>Registered</b> * Hospitals</b>	35,416,020
Admissions in Community** Hospitals	33,609,083

<b>Total Expenses for All U.S. Registered * Hospitals</b>	\$859,419,233,000
Expenses for Community** Hospitals	\$782,035,350,000
<b>Number of Rural Community** Hospitals</b>	1,971
<b>Number of Urban Community** Hospitals</b>	3,003
<b>Number of Community Hospitals in a System ***</b>	3,144
<b>Number of Community Hospitals in a Network ****</b>	1,582

## Home Health Care

Home health care is a \$30 billion industry with over 12,000 Medicare certified home health care agencies, (HHSs') and the health industry will continue its growth as the population of patients over 65 is expected to expand over 40 percent by 2020, as the baby boomer generation ages. Today, the home health and hospice make up over 35 percent of post-acute care.

## Hospice sector

Private equity investors have displayed a renewed interest in the hospice sector, shifting the industry from non-profit control to for-profit dominance. Of the 2,225 hospices in 1999 participating in Medicare, 1,381 (62 percent) were nonprofits<sup>29</sup>. In 2009, of the 3,342 hospices participating in Medicare only 1,161 (35 percent) were non-profit while 1,741 (52 percent) were for-profit. Between 2000 and 2009, 80 percent of new hospices that began participating in Medicare were for-profit. Overall, the supply of hospices increased 53 percent between 2000 and 2010, with the number of for-profit hospices growing by 150 percent from 2000-2010, while the number of nonprofits declined by 1 percent. The hospice sector is benefiting from an aging population (Baby Boomers) and remains ripe for consolidation, creating opportunity for investors to gain market share and make profits as the demand for hospice services increases. On the other hand, however, Medicare spending on hospice services has more than quadrupled over the past decade causing the OIG to focus on activities relating to hospice in 2013, namely inspection of hospice's marketing materials, practices and financial relationships with nursing homes.

## Retail Pharmacies

There are approximately 67,000 pharmacies in the United States. Almost half (33,000) are located within drug stores, grocery stores, hospitals, department stores, medical clinics, surgery clinics, universities, nursing homes, prisons and other facilities. The remaining pharmacies are considered to be independent or privately owned. The top 25 pharmacies are chain stores represent about 28,000 pharmacy locations in the United States.

In the next five years the retail pharmacy industry is forecast to grow as to the increase of the Baby Boomers coming of age. Many pharmacies' are changing their focus to include more preventive care services in their product portfolio, as well as monitoring patients' chronic conditions, which will have a bolstered effect on the retail pharmacy and stimulate the retail pharmacy industries revenue growth.

### **Lung Disease**

According to Center of Disease Control (CDC) the United States' medical treatment cost for adults with COPD are projected to increase from an overall \$32.1 billion in 2010 to \$49.0 billion by 2020. This not taking into consideration of Neonatal or Pediatrics respiratory patients. Medical cost for COPD, ranges from \$42.5 Million in Alaska to \$2.5 billion in Florida in 2010.

According to the CDC Lung cancer is the leading cause of cancer death and the second most common cancer among both men and women in the United States.

More people in the United States die from lung cancer than any other type of cancer.

This is true for both men and women.

**In 2012:** 210,828 people in the United States were diagnosed with lung cancer, including 111,395 men and 99,433 women.

There 157,423 people in the United States died from lung cancer, including 86,689 men and 70,734 women. With the rise of heart disease, lung disease and COPD-related conditions, approximately 1.4 million patients are using prescribed oxygen in the United States today and the numbers of new oxygen users are rising. Oxygen therapy enables many patients with COPD and other lung and heart diseases to live active lives for many years. With their changing lifestyle needs, these people are actively searching for ways to conveniently incorporate oxygen and oxygen accessories use in their everyday lives.

These Baby Boomers are in the retail segment as patients, they are looking to purchase more modern solutions directly through home medical equipment (HME), retail pharmacies or retail outlet and E-Commerce. C & M Medical Endearing Designs is in prime position to develop and provide reliable, convenient, and comfortable products for these patients.

### **Pressure sores and Sepsis**

- Pressure sores have serious impact on the health industry status and patient quality of life, as well as health care costs, treatments are needed that promote and shorten healing and minimize the risk of complications.
- Hospital-acquired pressure ulcers result in pain, expensive treatments, increased length of institutional stay, and, in some patients, premature mortality.
- Pressure ulcers cause significant patient harm, including pain, sepsis infections, and extended hospital lengths-of-stay.

- Cost of treating a single full-thickness pressure ulcer is as high as, \$70,000 and total costs for treatment of pressure ulcers in the U.S. is estimated at \$11 billion annually.
- Pressure ulcer incidence rates vary considerably by clinical setting ranging from 0.4% to 38% in acute care, from 2.2 to 23.9% in long term care, and from 0% to 17% in home care.
- More than 2.5 million patients in U.S. acute-care facilities suffer from pressure ulcers.
- 60,000 die from pressure ulcer complications every year.
- Superman Christopher Reeve, cause of his death was sepsis, a blood infection resulting from a bedsore. "A common complication in paralysis patients,"
- Risks for the development of pressure ulcers include advanced age, immobility, incontinence, inadequate nutrition and hydration neuro-sensory deficiency, device-related skin pressure.
- Multiple co-morbidities and circulatory abnormalities.
- In acutely ill patients, pediatric to the elderly, skin condition can change rapidly, and multiple reassessments may be indicated.
- Interventions that can help to prevent pressure ulcers or treat them quickly if they develop can reduce the costs of HAPU care and improve quality of life for those affected.

## Competition

### SnuggleStrap Fleece Strap Covers



## FEATURES

- › Soft, fleece materials
- › Help prevent soreness and red strap marks
- › Durable construction
- › Velcro pads keep the SnuggleStrap secure on your mask and headgear
- › Hypo-allergenic
- › Machine washable for easy care and cleaning Competitor Advantage:
- › Snugglestrap has the Medicare HCPCS Insurance code.
- › Snuggle LLC is an established company and offer more variety of products at this time.
- › Otherwise the product is comparable to our Cheek-Muffs
- › **Manufacturer:** Snuggle LLC
- › **Part Number(s):** SNUGGLESTRAP
- › **HCPCS Insurance Code(s):** E1399

## Product Features Remzz Mask Liners



Many Full Face CPAP mask users encounter skin irritation, sweating, and leaks from with their masks. The RemZzz CPAP mask liner design helps to prevent moisture by the natural fiber material allowing moisture to wick away. The reduction in moisture reduces skin irritation and mask leaks. The liner material also prevents the cushion from slipping and absorbs facial oils which tend to loosen the mask seal.

Each 30-Day Kit comes with 30 RemZzzs mask liners and (2) forehead liners. Use the forehead liner if experiencing red marks from the mask's forehead support. Each forehead liner lasts for about 15 days. Use all sides of the forehead liner by simply turning it over or refolding to a new surface.

RemZzz created liners to fit the most popular CPAP masks. For help with selecting the right RemZzz CPAP mask liner please review the following:

### Remzz Disadvantages

- Must be reapplied daily not reusable
- Negatively affected by patients movements
- Does not conform to the forehead/face
- Does not cushion behind the neck
- Does not eliminate the pulling and grabbing of hair



## Cheek-Muffs Advantages

- Reusable
- Long term use, only need to be removed to be laundered
- Stays stationary regardless of patients movement
- Elasticity so conforms to patients shaped
- One product covers multiple areas
- Cushions the behind the neck



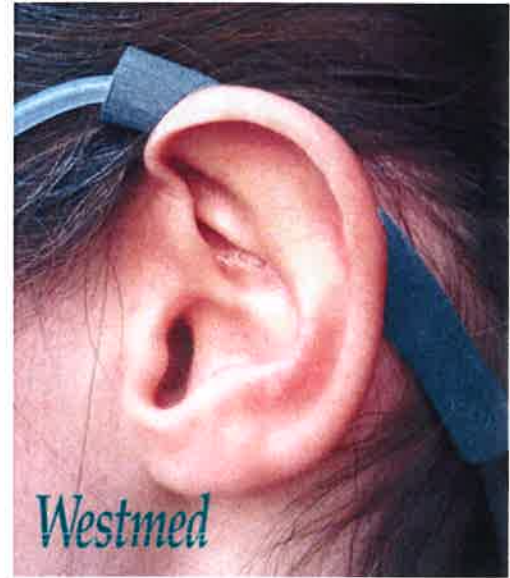
If you have been there as a loved one, or care-giver, you would understand why I am so passionate about my company succeeding.

This picture is why I will work hard for this company and above all, strive to provide ..... “Comfort when it’s needed most.



## WestMed

- Not made in America
- Not made with natural Materials
- Falls off too easily
- Won't stay on
- Won't stay in place
- Won't stay on the tubing
- Does have HCPCS Insurance coding



## Cheek-Muffs

- Made in America
- Made with 100% natural American grown long staple cotton
- Contours to the shape of the head
- Secures to tubing
- Elasticity memory
- Absorbs facial moisture
- Does not have HCPCS Insurance code



REVENUES	16-Jan	16-Feb	16-Mar	16-Apr	16-May	16-Jun	16-Jul	16-Aug	16-Sep	16-Oct	16-Nov	16-Dec	TOTAL
<b>UNITS SHIPPED:</b>													
CHEEK-MUFFS	0	0	0	6000	7550	15200	18000	20000	22,000	24,250	25,000	27,000	165,000
<b>DOLLAR SALES:</b>													
CHEEK-MUFFS @ \$10 EA	\$0	\$0	\$0	\$60,000	\$75,500	\$152,000	\$180,000	\$200,000	\$220,000	\$242,500.00	\$250,000.00	\$270,000.00	\$1,650,000.00
<b>TOTAL DOLLAR SALES:</b>				\$60,000	\$75,500	\$152,000	\$180,000	\$200,000	\$220,000	\$242,500.00	\$250,000.00	\$270,000.00	\$1,650,000.00
<b>Cost of Goods Shipped:</b>													
Cheek-Muffs @ \$5.00	\$0	\$0	\$0	\$30,000	\$37,750	\$76,000	\$90,000	\$100,000	\$110,000	\$121,250.00	\$125,000.00	\$135,000.00	\$825,000.00
<b>Total of Goods Shipped:</b>	\$0	\$0	\$0	\$60,000	\$75,500	\$152,000	\$180,000	\$200,000	\$220,000	\$242,500.00	\$270,000.00	\$135,000.00	\$1,650,000.00
<b>Total Net Sales:</b>	\$0	\$0	\$0	\$30,000	\$37,500	\$76,000	\$90,000	\$100,000	\$110,000	\$121,250.00	\$125,000.00	\$135,000.00	\$825,000.00
<b>Operating Expenses</b>													
Owner's Draw/CEO	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000.00
Rent/Utilities	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$21,600.00
Salaries-Production	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000.00
Salaries-Operations	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000.00
Taxes/workman's comp	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000.00
CPA/Accountant	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600.00
Tradeshaw/Travel	\$20,000								\$20,000				\$40,000.00
Product Development	\$50,000												\$50,000.00
Marketing	\$24,000												\$24,000.00
Office equip/supplies	\$18,000												\$18,000
Insurance	\$3,400												\$3,400
Attorney Fees	\$15,000												\$15,000.00
Digital Media	\$10,000												\$10,000.00
Miscellaneous	\$12,500												\$12,500.00
<b>Total Operating Expenses:</b>	\$169,500	\$16,600	\$16,600	\$16,600	\$16,600	\$16,600	\$16,600	\$16,600	\$285,700				\$372,100.00
<b>Net Profit (Loss):</b>									\$452,900				

Net = Total Net Sales - Operating Expenses

Note: Pharmaceutical & Medical Clients pay up typically Net 60 after delivery of Goods.

REVENUES		17-Jan	17-Feb	17-Mar	17-Apr	17-May	17-Jun	17-Jul	17-Aug	17-Sep	17-Oct	17-Nov	17-Dec	TOTAL
UNITS SHIPPED:		START-UP	27,000	27,000	27,000	28,500	27,000	27,000	27,000	27,000	28,500	28,500	27,000	330,000
CHEEK-MUFFS														
DOLLAR SALES:														
CHEEK-MUFFS @ \$10 EA		\$270,000	\$270,000	\$270,000	\$285,000	\$285,000	\$270,000	\$270,000	\$270,000	\$270,000	285,000	285,000	270,000	3,300,000
TOTAL DOLLAR SALES:		\$270,000	\$270,000	\$270,000	\$285,000	\$285,000	\$270,000	\$270,000	\$270,000	\$270,000	285,000	285,000	270,000	\$3,300,000
Cost of Goods Shipped:														
CHEEK-MUFFS @ \$5.00		\$135,000	\$135,000	135,00	\$142,500	\$142,500	\$135,000	\$135,000	\$135,000	\$135,000	142,500	142,500	135,000	1,650,000
Total of Goods Shipped:		\$270,000	\$270,000	\$270,000	\$285,000	\$285,000	\$270,000	\$270,000	\$270,000	\$270,000	285,000	285,000	270,000	\$3,300,000
Total Net Sales:		\$135,000	\$135,000	\$135,000	\$142,500	\$142,500	\$135,000	\$135,000	\$135,000	\$135,000	\$142,500	\$142,500	\$135,000	\$1,650,000
Operating Expenses		START-UP												
Owner's Draw/CEO		\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$96,000
Rent/Utilities		\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$21,600
Salaries-Production		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$72,000
Salaries-Operations		\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
Taxes/workman's comp		\$3,612	\$3,612	\$3,612	\$3,612	\$3,612	\$3,612	\$3,612	\$3,612	\$3,612	\$3,612	\$3,612	\$3,612	\$43,344
CPA/Accountant		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Tradeshaw/Travel											\$20,000			\$40,000
Product Development		\$50,000												\$50,000
Marketing		\$24,000												\$24,000
Office equip/supplies		\$18,000												\$18,000
Insurance		\$3,400												\$3,400
Attorney Fees		\$15,000												\$15,000
Digital Media		\$10,000												\$10,000
Miscellaneous		\$12,500												\$12,500
Total Operating Expenses:		\$156,613	\$											\$457,444
Net Profit (Loss):														
Net = Total Net Sales - Operating Expenses														\$1,192,556
Note: Pharmaceutical & Medical Clients pay up typically Net 60 after delivery of Goods.														