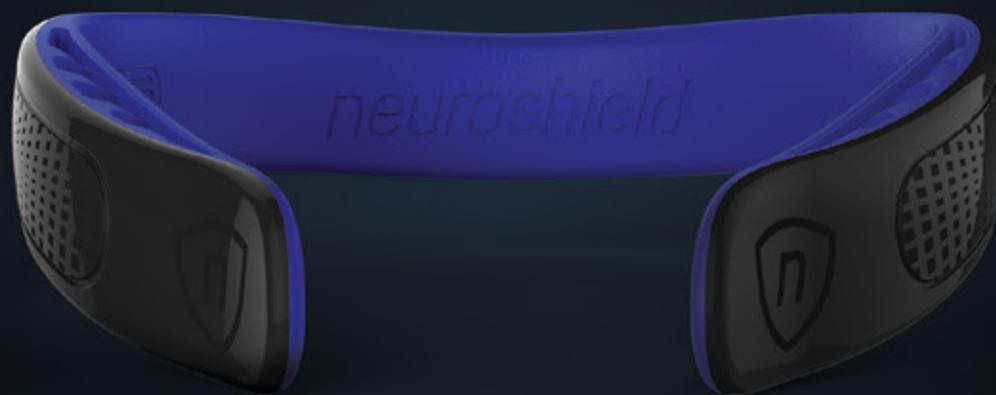




**A REVOLUTIONARY NEW APPROACH
TO HEAD PROTECTION.**



BAUER

DEVICE OVERVIEW

What is NeuroShield?

NeuroShield is a revolutionary new approach to protecting the brain: from the inside. NeuroShield is a simple device worn on the neck that has been clinically shown to help protect the structure of the brain during sports related impacts.

NeuroShield is the first technology that uses the body's own physiology to help stabilize the brain. The device applies light pressure to the neck which in turn mildly increases blood volume to the venous structures around the brain. This reduces the movement of the brain inside the skull.



Why is the structure of the brain important?

White matter is the communication network of the brain comprised of millions of nerve fibers called axons. During head impacts, the movement of the brain inside the skull can cause stretching, compression or tearing of these axons. The short and long term effects of these structural changes are not known at this time and are currently being studied.

Is it safe to use?

The rate of blood flow into and out of the brain is not affected by wearing the NeuroShield collar. In fact, the blood increase to the brain is similar to the increase experienced due to gravity when lying down. There is no indication that the small amount of increased blood volume created by NeuroShield has any negative impacts.

Does it affect performance?

As part of the development of the NeuroShield collar, studies were performed with athletes executing peak level activity. No significant differences in physiological measurements between collared and non-collared athletes were identified, confirming the collar did not restrict performance. In addition, athletes who wore the collar over the course of a sports season reported that it did not impede them in any way.

Can I receive a concussion while wearing NeuroShield?

The NeuroShield collar has been clinically shown to help protect the structure of the brain during sports related impacts. However, like any device, it may not prevent the possibility of concussions while playing sports. The short and long term effects of these structural changes are not known at this time and are currently being studied.

THE NEUROSHIELD COLLAR IS AVAILABLE IN EIGHT SIZES FOR A PERSONALIZED FIT.

1. Prepare the consumer to get fit.

Ensure hair, apparel and other items are removed from around the neck area. Ensure you have a clear line of sight for the collar fitting. Have the user stand in an upright, relaxed position.

2. Introduce the fitting process to consumer.

"Proper collar size is based on tip distance in front of your neck which I will measure with this Fit Check tool. There is potential for a range of sizes that could work for you. Based on your apparent neck size, I think we should start with size xx and let's see how it fits."

3. The trainer should grab their size from the fit stock and demonstrate how to place it on using verbal cues.

"To put on the collar on, hold it in both hands behind your neck. Then open the collar up and slide it forward around your neck. To help the collar find its natural position, shrug your shoulders and move your neck from side to side."

4. Provide the consumer with an awareness around what they might feel when they put it on.

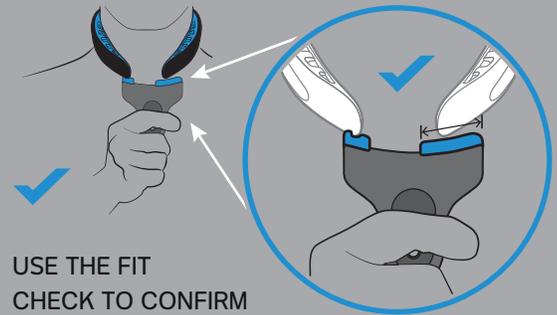
"When you first put this on, you will feel some light pressure around your neck and may feel flush."

5. Confirm fit.

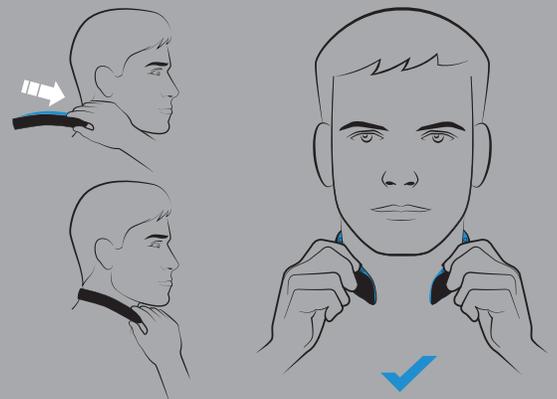
Ensure orientation is right side up and provide consumer with device to put on. Check size with Fit Check. If appropriate, suggest another size based on initial fit. If more than one size fits, the smaller of the two sizes is recommended based on athlete feedback during in game use. Remove appropriate size NeuroShield from inventory, ensure safety seals are in tact, and place Fit Stock back in cabinet.

HOW TO FIT THE COLLAR

Proper fit of the Device is vital to ensuring it functions as intended. The fit of the Device must be confirmed prior to first use by a trained fit associate. The Device should be evaluated for proper fit after significant weight gain or weight loss, including noticeable changes in muscle mass. If the device has not been used in 30 days or more, fit should be checked prior to use.



HOW TO PUT ON THE COLLAR



Do not put the collar on over your head



Do not stretch the collar

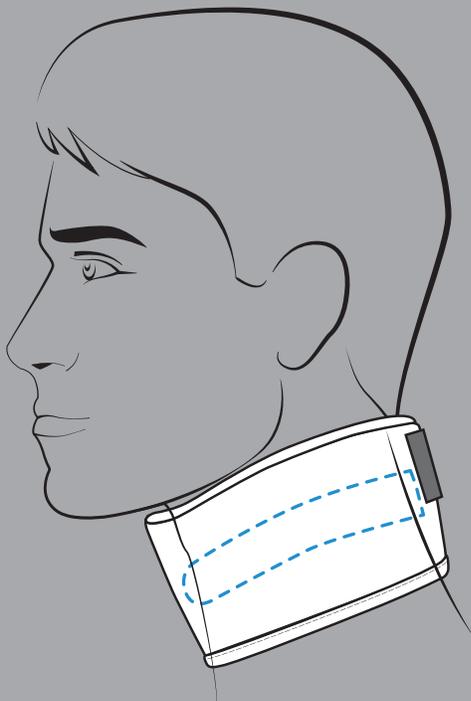
IMPORTANCE OF FIT

As a part of a revolutionary new approach to head protection, the NeuroShield collar can only be fit and sold to a consumer by a trained Fit Associate. This is important to ensure the collar performs as intended while in use.

New Fit Associates can be trained by current Fit Associates by thoroughly reading the contents of this manual, watching some background video material, and successfully completing the fit process on two individuals. Once the training has been completed, the staff lead should add the new associate to the master list of Fit Associates.

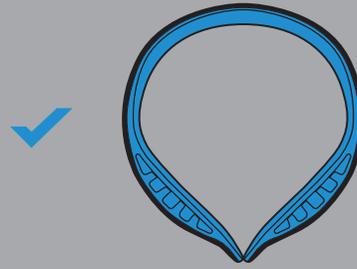
HOW TO WEAR THE COLLAR

Ensure the collar is placed directly on the skin. Apparel or laceration guards should be placed over the Device.

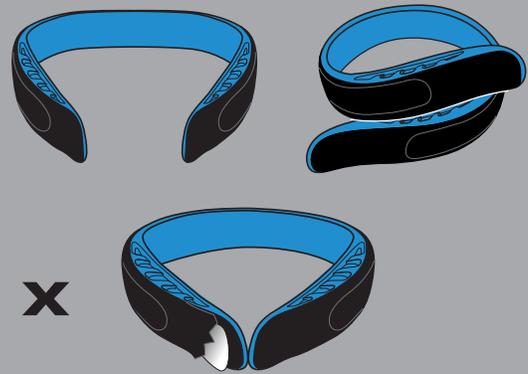


PREPARING FOR USE

The user should inspect the Device prior to each use for signs of obvious damage or misuse.



Examples of misshapen, damaged collars that should not be worn are shown below:



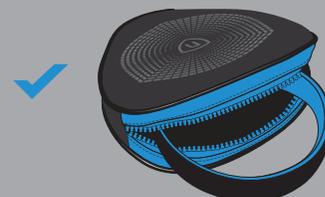
HOW TO CLEAN THE COLLAR

Wash by hand with mild detergent or 70% isopropyl alcohol wipes.



HOW TO STORE THE COLLAR

- The Device should be stored in the provided case when not in use.
- Do not store in direct sunlight.



Why should a player wear the smaller size?

Based on research during game play, player feedback has found the smaller size to be more comfortable during active play with dynamic movement and sweat.

Who came up with the idea of the NeuroShield collar?

The technology behind NeuroShield was identified by Dr. Joseph Fisher and Dr. David Smith and researched by Dr. Julian Bailes. These leading doctors identified the movement of the brain inside the skull, or “slosh”, as a key cause of structural changes to the brain. By developing a simple device worn on the neck, the doctors determined they could help reduce the movement of the brain inside the skull, therefore reducing structural changes to the brain.

How long can a player wear their NeuroShield collar?

The NeuroShield collar has been qualified for one year of use based on the participation levels and collar usage of an average athlete. This use is based on upon six months of play, wearing the collar five days a week, and taking the collar on and off ten times during a given session. In addition, each product has been qualified for a given shelf life based on the date of manufacture. This is the date that is stamped on the outside of each retail box. Inventory should be managed as a first in – first out process when possible.

What will someone feel when they put on the collar?

Some people put the collar on and feel nothing except the light compression force on their neck. Others may feel a flush feeling that usually subsides as the body acclimates to the collar.

How do you know NeuroShield works?

There have been several studies conducted on the effectiveness of the NeuroShield collar and to date each study has shown the device to be effective at reducing structural changes to the brain due to sports-related impacts. The collar may not have the intended effect for a small subset of the population. Like any device, NeuroShield does not eliminate the possibility of concussions while playing sports and the short and long term effects of structural changes to the brain are currently being studied. For more information on the research behind NeuroShield, please visit our website at www.neuroshield.ca

Does the NeuroShield collar meet the requirements of the necessary government regulatory bodies?

The NeuroShield collar is licensed for sale in Canada by Health Canada. We are currently working with the necessary government regulatory bodies in several additional countries and once we have obtained approval, NeuroShield will be available for sale in those countries.

Will my league/association allow me to wear NeuroShield in games?

Hockey Canada has indicated that NeuroShield complies with the rules of the game as written.

Can any age player wear NeuroShield?

NeuroShield has been tested with individuals from age 7 to 60.

Are there any side effects?

There are no known side effects.

MEDICAL DEVICE INFORMATION

HANDLING FEEDBACK

There are likely to be many questions and comments around NeuroShield. Bauer has set up a feedback handling system to document all of this feedback. As a medical device, it is particularly critical that any comments received from a consumer that disclose performance concerns with the device (deficiencies related to the quality, durability, reliability, usability, safety, effectiveness, or performance of the collar) are clearly documented using the provided procedures. Examples could include a skin rash or neck pain.

A separate document is available detailing all procedures that should be followed with regards to product feedback and complaints, returns, warranty claims, recall procedures, and product storage instructions.

Feedback can be provided via the NeuroShield website at www.neuroshield.ca or by calling 1-866-363-8767.

Product warnings

LIMITATIONS

The NeuroShield collar has been tested in a representative population and was shown to be effective. It is possible that a small subset of the population has less than the intended effect from the device. The use of this Device does not eliminate the possibility of concussions while playing sports. Participation in sports and active play can result in serious and even fatal injuries. The Device affords no protection from neck or spinal cord injuries. The Device has not been qualified for use with full water submersion. Do not directly apply or spray gels, lotions or ointments, including sunscreen, onto the Device. Avoid excessive use of gels, lotions and ointments with the Device. If this occurs, follow Device cleaning instructions.

CONTRAINDICATIONS

Do not use this Device if you have not been medically cleared for playing contact sports. Diagnosis of the following conditions indicates that you should not use the Device:

- Increased intracranial pressure (including uncontrolled ocular-glaucoma)
- Recent (within 6 months) penetrating cranial trauma (including ocular)
- Pseudotumor cerebri
- Presence of a ventriculoperitoneal or other brain or spinal shunt

WARNINGS

The performance of this Device has not been tested in users with the following conditions and is therefore not recommended for use by individuals with:

- Known seizure disorder
- Known tracheal abnormality
- Hypercoagulable states

