

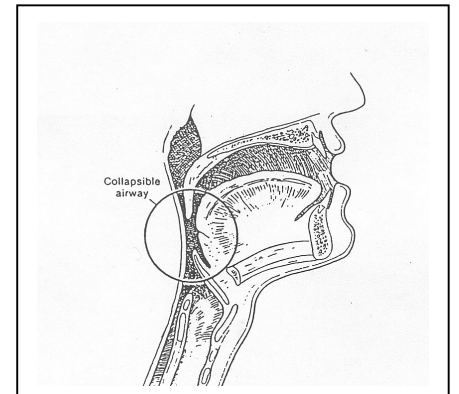
Snore 
Stopper™



Buyer's Guide

- **What is snoring ?**

According to Medical Encyclopedia, the definition of snoring is 'to breathe during sleep with hoarse or harsh sounds, caused by the vibrating of the roof of the mouth (soft palate)'.



- **Is snoring serious ?**

Yes, both socially and medically.

Socially speaking, snoring is disruptive to family life. It makes the snorer an object of ridicule and causes other household members sleepless nights and resentment.

Medically speaking, snoring disturbs the sleeping patterns of the snorer himself, so that he may not sleep restfully, and becomes less alert or productive during the day.

Furthermore, heavy snoring maybe an early warning sign of a dangerous medical condition known as *Obstructive Sleep Apnea*. A person with this condition actually stops breathing while asleep. When you don't breath, the oxygen level in your blood is reduced. Then, this will cause serious medical problems. Many researchers found that about 40% of sleep apnea patients will have the complication of hypertension. Besides, people with sleep apnea have a higher risk of heart disease (2 times), ischemic heart attack (3 times), and stroke (4 times).

- **What is the cause of snoring ?**

The cause of snoring may be pathological and non-pathological.

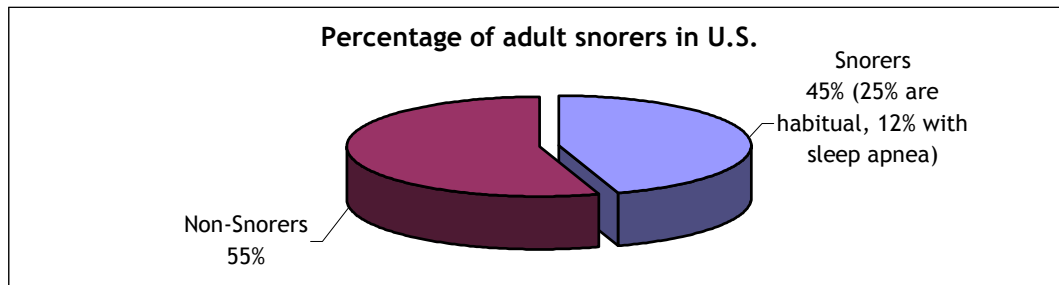
Common pathological causes include chronic nasal congestion, large tonsils and adenoids, and sleep apnea.

Generally, non-pathological causes are :

- * too much alcohol and sedative at bedtime
- * eat too much at bedtime
- * tiredness
- * obesity

- **What is the percentage of snorers in total population ?**

In estimation, about 45 % of the current population effected by snoring in U.S. In these snorers, 25% of them are habitual, and 12% of them are complicated with sleep apnea. Furthermore, the symptoms of habitual snorers will go worse with their ages.



- **What is Snore Stopper ? How it works ?**

Snore Stopper is an innovative, patent healthcare electronic device developed by HIVOX. By incorporating sleep medicine with electronic technology, it is designed to reduce or improve snoring.

When the device detects snoring, a gentle, 4-second electrical pulse will be sent automatically to stimulate nerves on the snorer’s skin. Then the brain senses this nerve stimulation, and remind or train the snorer himself/herself to change the sleeping posture, thereby reducing snoring.

If snorer’s self-training in sleeping posture is successful, he/she will experience the best effect from this device.

- **Who will buy Snore Stopper ? Why does he / she buy it ?**

In the point of marketing, target customers and their reasons to buy Snore Stopper must be defined firstly. In different ages’ customers, their family members are different, thus this will cause various kinds of consumer behavior. Please see the following table for more information.

Age range	Family status	Who will buy ?	Reason to buy
18~28	Young, single, and fall in love with his/her partner	Snorer’s partner	Love
29~38	Married, and their baby is born	Snorer	Parenthood

		himself/herself	
39~48	The daughters gradually grow up	Snorer's daughters	Daughter's advice
49~58	Daughters become adults, and family's income is steady.	Snorer himself/herself	Personal care
59~68	Their daughters cannot 'tolerate' the annoying snores	Snorer's daughters	Parenthood

● **Comparison of various common remedies for snoring**

Remedy for snoring	Will of choosing this remedy	Period for adaptation	Effect in reducing snoring	Effect in reducing sleep apnea	Cost (including that of medical consultation)	Grading
Snore Stopper	High	Short	Very good effect after self-training	Good	Low	*****
Nasal dilator	Medium	Short	Limited	No	Low	*
CPAP	Low ※A	Long	Good	Good	Very expensive	**
Dental appliance	Low ※A	Long ※B	Good	Good	Very expensive	***
Surgery	Low ※A	-	Uncertain ※C	Uncertain ※C	Very expensive	**

Remarks :

- A. Generally, in U.S., snorers don't want to use these remedies, and proportion of choosing these remedies is very low, not exceeding 0.2% of total population.
- B. Snorers may give up the treatment course since it always needs a duration of several months.
- C. After surgery, it may lead to certain sequelae due to the change of body size & age. (Many medical doctors suggest the effect of surgery is still debatable)

As a consequence, Snore Stopper offers following advantage:

- *Fashionable, comfortable and easy to use*
- *No adverse reaction, non-invasive, no sequela*
- *High technology product, willing to buy*
- *Short duration for adaptation*
- *With self-training, the effect in reducing snoring & sleep apnea is good and significant*
- *Compact, can also be sold as a gift*

- ***After-sales support***

Customer-oriented is the mission of HIVOX. We will guarantee one-year warranty for you, and provide full technical support by our electronic engineers and healthcare specialists.

- ***Quality***

HIVOX's quality system has acquired ISO 9001 Certificate. Furthermore, Snore Stopper is certified by ISO 9001, EN 46001, CE/MDD, TGA, and Health Canada. Besides, Snore Stopper is recommended by two sleeping specialists in Taiwan.