

## HIVOX Sleep-Aid wellness products



# About



## Profile

HIVOX BIOTEK INC. was established in 1998 in Taiwan as a privately owned developer and marketer of patent biomedical electronic healthcare devices. HIVOX's products originate from the concept of "Bioinformatics", by incorporating life sciences with electronic technology and expressing the biomedical characteristics of a human body into measurable electronic signals. Our products can detect and analyze many biological properties, enabling users to perform self-testing and self-treatment at home.

## Contact Information:

Mail Line	886-2-85112668
Fax	886-2-85112669
Customer Service	886-2-85112668
Sales & Marketing	886-2-85112668EXT213
Web Site	<a href="http://www.hivox-biotek.com">www.hivox-biotek.com</a>
Office Hours	8:30 AM-5:30 PM PST
Address	8F, No. 98, Shingde Rd., Sanchong City, Taipei Hsien 241, Taiwan R.O.C

## Quality & Certificates:



EN  
46001



CE  
0434



ISO  
9001



## Development Partner



Chang Gung Memorial Hospital Sleep Center  
(<http://www.cgmh.com.tw/eng.htm>)

Chang Gung Memorial Hospital is the biggest hospital in Taiwan and China



TCPC (<http://www.tpc.gov.tw/H>) owned by the Government and has established one of the best sleep centers in Taiwan

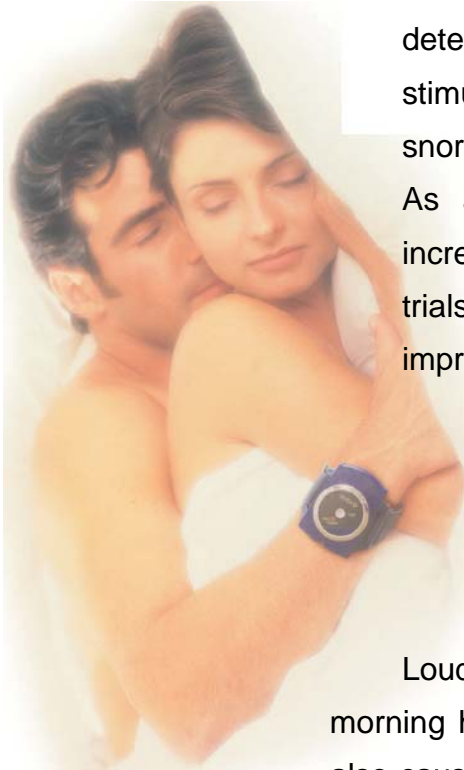
**Note: HIVOX will partner with a major hospital in the Silicon Valley for collaboration soon.**

# Snore Stopper

## Overview



Bronze Award  
by Gamershell  
May 13, 2003



The Snore Stopper uses natural biofeedback techniques to reduce snoring frequency and volume. When its biosensors detect snores the unit issues a gentle electronic wave; this light stimulation does not wake the snorer but rather makes the snores stop as a reflex, much like when nudged by a spouse. As a result the sleeper's oxygen intake also dramatically increases, thus improving the sleeper's overall health. Clinical trials report that approximately 80% of snorers have shown improvement when using the Snore Stopper.

Effective treatments such as surgery, dental appliances (MAD), or CPAP are all costly (\$2000 and up) and uncomfortable. Snore Stopper can be a viable alternative that won't affect the snorer's daily life.

Loud snoring is a sign of a sleep disorder and always brings morning headaches, irritability, and difficulty in concentration. It can also cause high blood pressure, sexual dysfunction, and depression. Approximately 40% of adults (40 million Americans) snore. Snoring is not just an annoying habit, but signals a more serious sleep problem. (Atlanta Ear, Nose & Throat Associates, P.C.)

## How It Functions



# User Benefits

After a focus group used Snore Stopper in a clinical trial, more than 80% of the snorers' spouses saw a decrease in snoring; 78% of volunteers also saw a significant improvement in sleep quality.

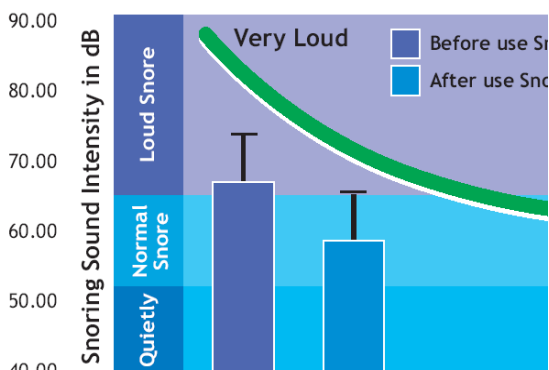


- Reduces loud snoring at once
- No lifestyle change necessary
- No disturbance of sleep (Intensity adjustable)
- Sleep-aid through natural processes
- Good for travel (portable)

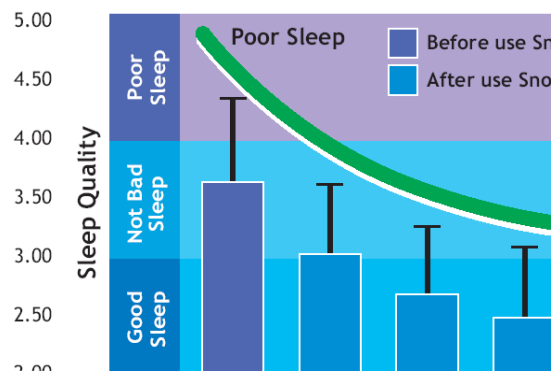


## After 2 weeks of Continuous Use

- Wake up feeling refreshed
- Get better sleep quality
- Increased air/oxygen supply
- Spouse also sleeps better



Note: Sleep Quality (Subjective feeling)



Score 1: Very Good  
 Score 2: Very  
 Score 3: Not Bad  
 Score 4: Poor

# Reference

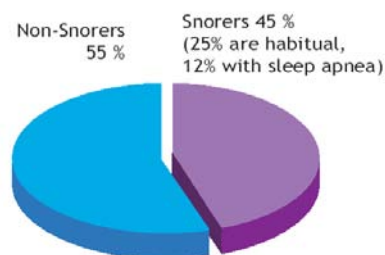
## Snore Stopper Competitive Remedies

Remedy	Ease of adaptation*	Long-term Result	Total Cost
Snore Stopper	Easy	Very good	\$99.99
CPAP	Difficult	Good	\$2,000 +
Dental Appliance (MAD)	Difficult	Good	\$2,000 +
Surgery	Difficult	Uncertain	\$3,000 +

## Snore Stopper Market Potential

- Regular snoring was reported by **40% of the population**, more men (48%) than women (34%). (British Medical Journal, Vol.314, Mar., 1997)
- **40 million Americans** suffer from chronic, long-term sleep disorders every year. Another 30 million Americans suffer from some kind of sleep disorder on a regular basis. The annual cost in lost productivity, health care, and safety has been estimated in the **billions of dollars**. (talkaboutsleee.com)
- **Over 80% of snoring couples sleep in separate bedrooms**. (Oral and Maxillofacial Surgeons Conf., 22nd, Las Vegas, May, 2001)
- Recent survey showed snoring was the primary cause of divorce in more than 120,000 cases each year. (Snore article, snoremd.com) Snoring ruins sex lives. (BBC news, 19 Aug. 2001)

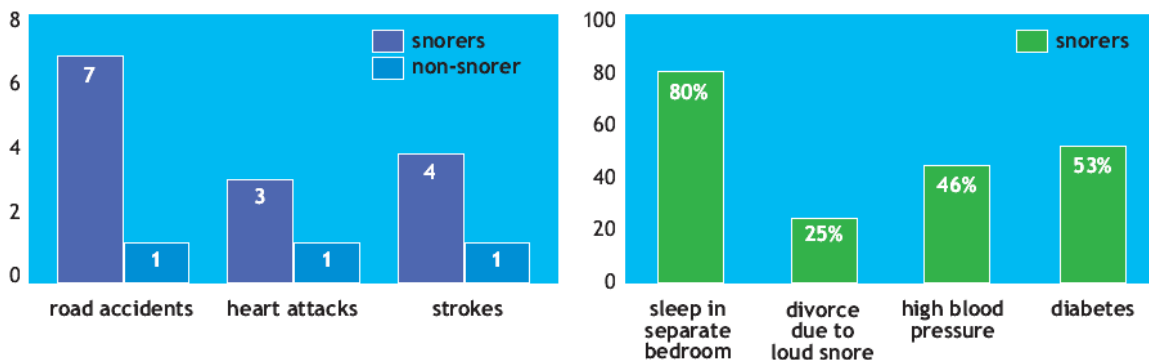
Percentage of Adult Snorers in U.S.





## Snore Related Statistical Data

- Snorers have higher risks of morning headaches, difficulty concentrating, sexual dysfunction, traffic accidents, daytime sleepiness and fatigue. (Chest Formosa 2000; Young T. et al., suppl 19, 1996)
- People who suffer from a common sleep disorder are much more likely to have road accidents than other drivers and 7 times more likely to crash. (BBC news, 18 Mar. 1999)
- The prevalence of heart attacks in snorers is 3 times higher than in normal people. Strokes occur 4 times higher in snorers. (Evegreen, Jul. 1999)
- Snorers are at risk of developing hypertension, strokes, heart attacks, or sudden death in the long run. (Koskenvuo, Brit Med J., 1987)
- Snoring is more prevalent in men (45% vs. 30%), those who are overweight or obese (48% vs. 24%), married adults (42% vs. 31%), and residents of the South (45%). Nearly half of the snoring population has hypertension/high blood pressure (46%), and more than half of these people have diabetes (53%). (National Sleep Foundation, Mar. 2001)
- Non-snoring spouses lose an average of 1 hour of sleep a night. (Rochester, Minn. 4 Oct. 1999)



People will buy Snore Stopper for health and emotional care

# Snore Stopper Q & A

## Q: What is the Snore Stopper?

**A:** Snore Stopper reduces loud snores by the same principal as reacting from a slight touch of a bedmate. When it detects loud snores, an adjustable medical electronic pulse (TENS) is sent to the snorer's skin. As an unconscious reflex the snorer tightens the throat muscles and loud snores are reduced naturally.

## Q: How does it work?

**A:** Snoring is caused by a narrow airway. Our muscles are in a relaxed state during sleep, and when the air moves into the narrow airway while breathing, it causes the soft tissues of the throat to vibrate and produce the sound of snoring. Generally, snoring can be reduced if the snorer changes his/her sleeping position or is given a slight touch by his/her bedmate. Based on this concept, Snore Stopper is a biofeedback device that can detect snores and releases a pulse onto the skin. Snoring is then reduced in the following ways: i.) Snoring persons may change their sleeping position, or ii.) The tension of the throat muscles increases due to the gentle pulse, resulting in the muscles returning to a normal state.

## Q: Won't the stimulations wake me?

**A:** A strong stimulation is not necessary to induce self-reaction. Users can adjust the stimulation intensity to a suitable level that won't wake them but still reduces snores.

## Q: Is it safe? Are there any side effects from using Snore Stopper?

**A:** The Snore Stopper is a non-invasive TENS (Transcutaneous electrical nerve stimulation) device. It is a natural way that involves one biofeedback process to reduce snores. Thus, no side effects are experienced. It complies with the safety requirements of EN 60601-1-2 as specified in EEC Directive 93/42/EEC.

## Q: I don't snore loudly; do I need Snore Stopper?

**A:** You may need it if: (1) you fall asleep easily when you sit to watch TV during the day, (2) You wake up with a dry throat or headache, (3) You sleep long hours but still wake un-refreshed, (4) You have a daytime fatigue problem, or (5) You have difficulty concentrating on your work.

## Q: Why do I need Snore Stopper?

**A:** Silence for health. Due to long-term lack of oxygen and restful sleep, snores cause serious chronic, long-term problems to the snorer, such as high blood pressure, morning headaches, difficulty in concentration, sexual dysfunction, traffic accidents, daytime sleepiness and fatigue.

## Q: How long do I have to use the Snore Stopper for?

**A:** Continuously use for 2-4 weeks; you should notice a reduction in snore intensity and an improvement of sleep quality. Keep using until your snoring has become less intense, and you may stop using the Snore Stopper, only resuming if your loud snores come back again.



## Users' Testimonials

-----Original Message-----

**From:** Rchrd916@aol.com [mailto:Rchrd916@aol.com]

**Sent:** Thursday, May 22, 2003 6:34 AM

**To:** ruth@hivox-biotek.com

**Subject:** Snore Stopper

Hi Ruth;

I was pleased to get your e-mail re: Snore Stopper.

My experience is that I have tried many so-called cures for snoring and only one - Snore Stopper has actually worked.

I have a problem with a deviated septum along with some other related problems and a touch of sleep apnea. My snoring has kept my wife awake night after night.

Finally I saw the ad for the Snore Stopper in the Heartland America catalog and I sent for it. The

results are absolutely amazing. I am so sold on the Hivox Snore Stopper that I am interested in selling it. If this is possible, please send me the particulars. Thanks again guys for truly terrific product.

----- Original Message -----

**From:** RON SPADA

**To:** hbi@hivox-biotek.com

**Sent:** Thursday, October 04, 2001 1:17 AM

**Subject:** Snore Stopper

Hivox Biotek Inc.,

I purchased your "Snore Stopper" two weeks ago and it works great. The first night that I wore it my wife thought that I died because she did not hear me snore.

My problem now is that I'm out of the "self-adhesive electrode pads". Can I order them from you on-line or can you direct me to a local store?

I live in Southeast Michigan (Zip code 48174) Please reply by e-mail or phone A.S.A.P.

Thank You,

Ron Spada

(734)729-5223

To Whom it May Concern:

I recently purchased the Snore Stopper Model SS-650 from Lifestyle Fascintaion Inc. and am most happy with the results. However I want to find out how to obtain some additional gel pads and I am at a standstill. Can you please e-mail me the necessary information where I may purchase them?

Sincerely Yours

Gary Frost

----- Original Message -----

**From:** Toni Ziolkowski

**To:** hbi@hivox-biotek.com

**Sent:** Thursday, December 20, 2001 8:06 PM

**Subject:** Snore stopper

I was trying to get a price on the snore stopper. A friend bought one a long time ago and said it works, and I wanted to try one. I got the web site info; However there is nothing about price, guarantee, warranty, method of payment, or where to send a payment if I wanted to make a purchase. A little more info on these questions would be helpful in my making a decision to buy. Thank you, E Durieux

----- Original Message -----

**From:** [Lawrence M Smith](#)

**To:** [hivox@ms58.hinet.net](mailto:hivox@ms58.hinet.net)

**Sent:** Thursday, February 07, 2002 1:18 AM

**Subject:** Snore Stopper

To whom it may concern;

I would like to know how I can order a supply of the self-adhesive electrode pads. I find that your snore stopper really does work for me and my wife will not let me go to bed without it.

Thank you for your product and your help

Sincerely

Larry Smith

e-mail: [lsmith18@juno.com](mailto:lsmith18@juno.com)

----- Original Message -----

**From:** [Donna Wagner](#)

**To:** [Edward Ruei](#)

**Sent:** Monday, March 03, 2003 11:31 AM

**Subject:** Snore Stopper answers

**Did his loud snore decrease?**

Yes, right away.

Did he sleep better?

Yes, he said he feels much more rested in the morning.

Did you sleep well then before because Mike's the loud snoring has been eliminated?

Actually, his snoring never did bother me.. I guess I'm a deep sleeper. But I was aware of his snoring because he always falls asleep faster than I do, so I would hear him then. Now, when he starts to fall asleep, I remind him to turn his Snore Stopper on because I hear him starting to snore. Then, when it is turned on, there is no more snoring and he just goes quietly to sleep.

**Did Mike has daytime fatigue problem before use Snore Stopper?**

Yes, he would fall asleep immediately whenever he sat down in the evening to watch TV, so he was obviously very sleep-deprived.

**If he has before, has it been improved?**

Yes, it has improved. He still is somewhat sleep deprived because he fights to stay awake in the evenings, but that's partly because he just doesn't want to give in and admit he should go to bed! I think it's a male ego thing!

I hope those answers are helpful to you. One more thing.. we need to buy some more of the patches. Please let me know how to order them. Thanks so much for all your help.

Donna

## Bronze Award & Medial Coverage



### Snore Stopper Review

Overall : 8.0/10

Available : [Now](#)



HIVOX Snore Stopper © [HIVOX](#)  
Reviewed by [Ala Shibani](#)

..... The way the Snore Stopper works is by detecting and distinguishing snores with a biosensor. If an offending snore is detected, the device generates a gentle electronic pulse, which reduces snores by your relaxed muscle's self-reaction. (Like a wife's small push could stop or reduce husband's snore).

I know what you're initial thoughts are, "It's going to zap me". Basically it is, but it does so without disturbing your partner. It also zaps the sleeper early enough in the snore so the sleeper doesn't get a chance to get 'warmed up'. The device is adjustable and there is an intensity controller that gives you full control on how strong the pulse is.

.....  
The testing phase went smoothly, and he was able to sleep without any adjustments. The product is slightly larger than an average wristwatch.

Results didn't come instantly. It took a while for the effects to surface. After 2-3 weeks of nightly usage, snoring went down to a minimum and the noise was much more bearable, I felt like a good child helping his dad in time of need.....

Note: Visit the following site for the original article and award:

[http://www.gamershell.com/reviews\\_SnoreStopperReview.shtml](http://www.gamershell.com/reviews_SnoreStopperReview.shtml)

Note: GamersHell is one of the LARGEST online gaming communities in the world.

## Technology comes to aid of marriage



*This column is dedicated to the coolest gadgets and technology the globetechnology.com team encounters during the course of our tech coverage, from awesome to oddball.*

Hello, my name is Ian and I have a problem. I snore. ....

.....But by part-way through the third week, my wife happily informed me that I was no longer registering on the Richter Scale each night.

After seven weeks, she tells me that when she gets up to see to one of the children during the night and I haven't yet woken as well, she notices that I do snore "very gently" from time to time. But she says it's nothing like the impressive audio display I was putting on before trying the Snore Stopper.

I've also noticed a subtle change in my daytime patterns. I used to have a hard time staying awake on the train in the morning on the way to work, and again at night on the way home. These days, while I often haven't had all the sleep I need due to the nocturnal patterns of my offspring, I don't find myself waking up with my head on a neighboring passenger's shoulder.

..... after wearing the Snore Stopper for a few weeks, the intensity of my snoring has so far dropped to the point where it doesn't disturb my wife any more

Note: Visit the following site for original article:

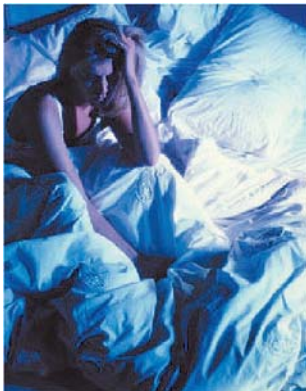
[Hhttp://www.globeandmail.com/servlet/story/RTGAM.20030514.gtgeekmay14FR/BNStory/Front/?query=snorestopperH](http://www.globeandmail.com/servlet/story/RTGAM.20030514.gtgeekmay14FR/BNStory/Front/?query=snorestopperH)

Note: The globeandmail.com monthly circulation is about 150,000 unique visitors.

# Dreamate

## Overview

### Now You Can Sleep

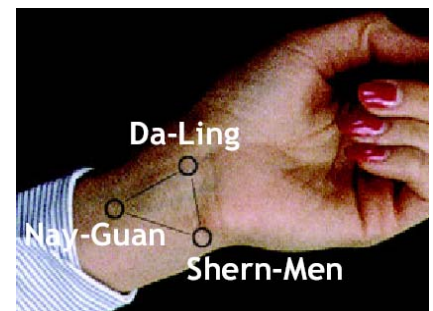


Dreamate is a sleep-aid product. Based on traditional Chinese medicine, the acupuncture principles have been proven as an effective solution for insomnia for more than 5,000 years. Dreamate uses a third generation acupuncture technique - surface electroacupuncture - which is non-invasive and comfortable. Sleeping trials show that the Dreamate improve sleep disorder problems when used daily. It's like having a personal acupuncture doctor at home.

Dreamate provides a physical way to help people sleep well naturally. This patented innovative device uses a 6000-rpm massage to promote calming and sleep-inducing stress relief without side effects. The double-frequency massage stimulates three specific sleep-related acupressure points, leading people to sleep long and well.

Ideal for shift workers, frequent travelers, and insomniacs (51% of all adults experience frequent symptoms of insomnia), this easy-to-operate wristband is worn on the inner left wrist for 30 minutes daily before going to sleep. The attitude relaxation training aims to help normalize the body's biological clock into a natural sleep rhythm.

Nearly 80% of insomniacs felt an improvement in their sleep quality and experienced an increase of 78-minutes of restful sleep after using Dreamate in sleeping trials. **“With over 20 years of experience in studying insomnia, I have to say that the clinical results of Dreamate are amazing”**, remarks Dr. M.T. Tsai.

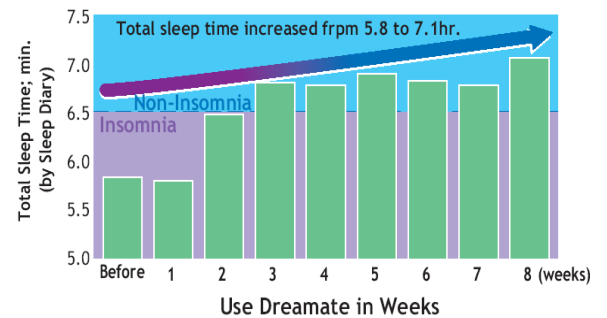
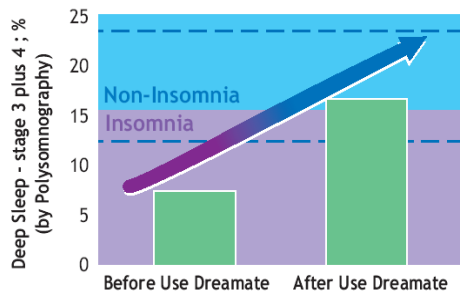
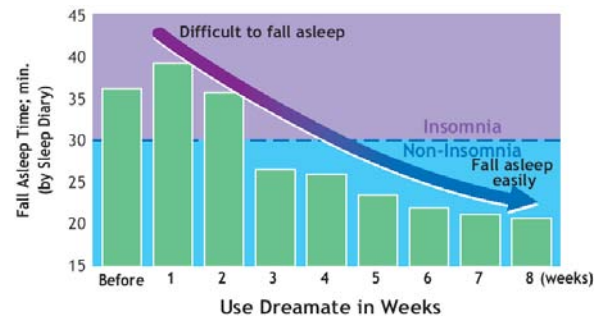
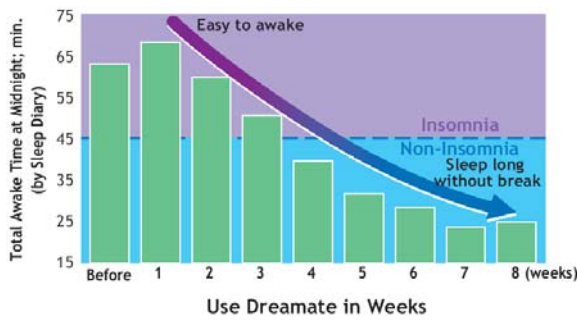
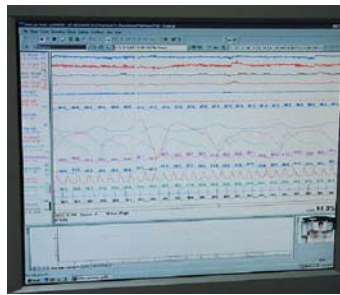


# User Benefits

- No drug-like side effects
- Sleep-aid using a natural physical way



## After 3 weeks of Continuous Use:

- Sleep quality may improve (wake up feeling refreshed)
- Easily fall back asleep during the middle of the night; reduces the awake time and frequency
- Total sleep time will increase (Average 78 minutes)
- Fall asleep more easily





## Dreamate Competitive Remedies

<i>Remedy for Insomnia</i>		
Process	Physical / Natural	Chemical
Mechanism	Massage & acupuncture	Restraint / inhibition by chemical
Biological Clock	Can be adjusted	None
Sleeping Quality	Can be improved	No improvement
Side Effects	None	Increases gradually
Addiction / Dependence	None	Increases gradually
Refill Cost	No	Yes (Increases gradually)

## Dreamate Market Potential



- 74% of American adults experience sleep problems a few nights or more, 39% get less than seven hours of sleep each weeknight and 37% are so sleepy during the day that it interferes with daily activities. (National Sleep Foundation, 2002)
- Sleeping pills act only as a temporary aid, and tend to lose effectiveness when taken nightly for more than a few weeks. Dependency on the drugs may also develop. Despite all of this, sleep medication sales total \$2.4 billion dollars annually. (Health, CNN)
- According to the Sleep Census 2000, 62% surveyed have difficulty sleeping; 70% have felt drowsy while driving; 83% said they lose at least 1 hour of sleep per week; 90% believed that getting better sleep would improve their lives.
- About one-half of all adults (51%) experience frequent symptoms of insomnia, though only 6% have been diagnosed. The most prevalent insomnia symptoms are waking up feeling

un-refreshed (34%) and waking frequently during the night (32%). (National Sleep Foundation, 2001)

- 30% of the population may have insomnia that is long-term (chronic insomnia). (National Women's Health Information Center)
- Sleeping enough and sleeping well brings real health and beauty to women. (Evergreen Jul. 1999)
- People who will buy Dreamate: ones with stressful or emotionally-charged jobs, who often fly or travel, shift workers, insomniacs afraid to take medication, and women buy for beauty.

## Dangers of Insomnia

- NSF response to Mortality Associated- Insufficient sleep brings people: excessive sleepiness, negative mood changes, increased accident risks, reduced performance on standard tasks, increased risk of depression, problems with memory, social relationships and mood, poorer quality of life, increased health care costs, increased risk for coronary and hyper arousal.
- About 40% of adults say they are so sleepy during the day it interferes with their daily activities a few days a month or more. Nearly one-quarter (22%) say daytime sleepiness interferes with their daily activities at least a few days a week. (National Sleep Foundation, 2001)
- Among those who report symptoms of insomnia are people with hypertension or high blood pressure (59%), nighttime heartburn (62%), and depression (74%). (National Sleep Foundation, 2001)
- 100,000 sleep-related traffic accidents claim some 1,500 American lives each year. (U.S. Department of Transportation, 1995); Dr. Stanley Coren cites that one hour of sleep loss results in a 7% increased chance that people may have an accident.
- Sleep-related accidents and sleep disorder-impacted work productivity costs the American economy between \$100 and \$150 billion each year. (The National Commission on Sleep Disorders Research)
- Sleep Thieves author Dr. Stanley Coren - I.Q. levels drop with each hour of lost sleep. The more sleep deprived you are, the lower your I.Q.

# Treatment of Insomnia Using Acupuncture

- Acupuncture for insomnia seems to be more safe and effective. (Newsweek, 2<sup>nd</sup> Dec. 2002)
- An uncontrolled study found that undergoing one acupuncture treatment daily for seven to ten days resulted in complete recovery of normal sleep in 59% of patients and partial recovery in 21%. (Leye X, j Tradit Chin Med, Vol.14,1994)
- Self massage of “point 7 heart” (Shern-Men) during the night could improve sleep patterns of healthy individuals. (Rust M, Cohen LA, Anaesthesia 49,1994)
- 87.2% of 125 insomniacs have been cured by acupuncture. (Shanghai J. Acu-mox, Vol.19, No.2, Apr. 2000).
- Insomnia can be improved by acupuncture. Three points, including the Shern-Men, Day-Ling and Ney-Guan points are useful for helping sleep. (Dr. Tsao, Chou-Shin Hospital Information Center)



## Dreamate Q & A

### Q: What is Dreamate?

A: Dreamate is a creative sleep-aid product. The mechanism is based on the principles of traditional Chinese medicine. Acupuncture is effective in improving sleep disorders but the needles frighten most insomniacs. Dreamate uses a surface electronic acupuncture technique to solve the needle problem. It also combines attitude relaxation with massage to provide a physical way to help people sleep well naturally.

### Q: How does it work?

A: Dreamate uses special-design double-frequency massagers to stimulate three specific sleep-aid points located on the inner wrist—the Shern-Men Point, Day- Ling Point, and Ney-Guan Point. The Shern-Men Point is located along the “Heart Meridian”, and is responsible for mental health and function of the circulatory system. The Day-Ling and Ney-Guan Points are located along the “Peri-Heart Meridian”, and help to maintain normal functioning of the heart. These three specific sleep-aid points form a “Golden Triangle” that is responsible for calming, stress relief, and sleep inducement. By wearing the Dreamate on the “Golden Triangle” for 30 minutes daily, an hour before bed, you will soon rediscover your sweet dreams!

### Q: Are there any side effects from using Dreamate?

A: The mechanism action of Dreamate is non-invasive and involves the self training and adjustment of your body in a natural and physical way. Thus, no side effects are experienced, unlike those associated with sleep drug use.

### Q: It’s a physical way, so how long before I feel an improvement by using Dreamate?

A: Each individual will experience different results based on their own state of health. On average, noticeable results begin to appear after 3-4 weeks of continuous use. Using this natural and physical method to improve your sleep quality requires a continuous and prolonged period of treatment.