

Hear That?



It's Opportunity Knocking!

Surveys show that there is

“...an epidemic of deafness...”





One in Five

U.S. Teens Now Have
A Hearing Loss

1988/1994: 14.9% of 12-19 year olds
have a measurable hearing loss

2005/2006: grows to 19.5%!

Source: *Journal of the American
Medical Association*: 2010; 304(7):
772-778. doi:10.1001/jama.2010.1124





*34,300,000
Americans!*

2008: *1 of every 9 people*
report a hearing loss

Only 9.4 million saw MDs for earaches that year

*So hearing loss is nearly 4 times
more common than earaches!*

Sources: **National Hospital Ambulatory Medical Care Survey**: 2001

<http://www.healthofchildren.com/M/Mastoiditis.html>

MarkeTrak VIII http://www.hearingreview.com/issues/articles/2009-10_01.asp



How Many *Earache Remedy*
SKUs Do Your Stores Have?

2? 3? 4? 5?



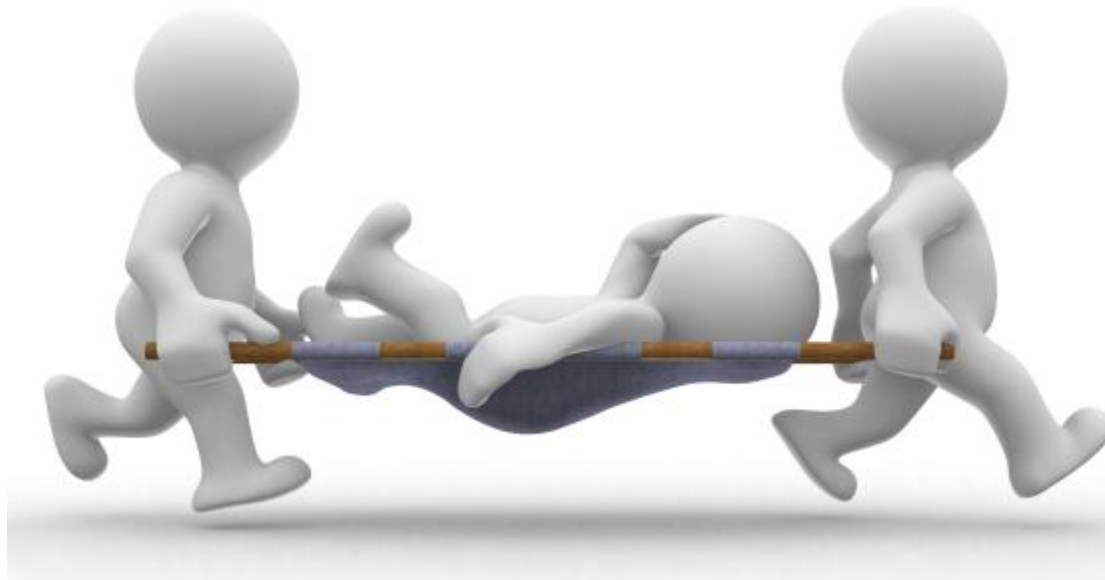
How Many of Your Ear Care SKUs
Help Make Sound Clearer?

1? 0?



75% with hearing loss
don't use hearing aids!

Less than 10% with a
slight to mild loss use them

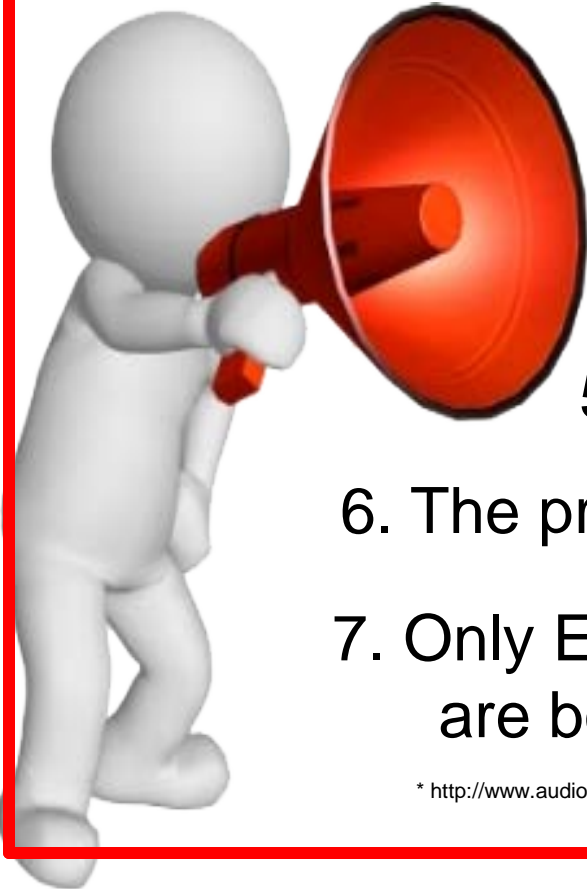


BIG
ideas
INCORPORATED

Why **Don't** Those Who **Need** Hearing Aids Wear Them?

1. Hearing aids are costly: \$1,600 each on average
2. Not paid for by insurance or Medicaid
3. Some people deny they need help
4. Many people fear showing their age
5. Fewer independent hearing aid outlets*
6. The problem stays private: "Turn down that TV!"
7. Only Earglasses[®] Sound Magnifiers are both effective **and** affordable

* <http://www.audiologyonline.com/ask-the-experts/many-independent-autonomous-hearing-care-27>



HUGE

Market Potential

60 Million units by 2015

New distribution channels needed

To be led by retail store entries



Source: Hearing Central, LLC



OTC Eye & Ear Care Sales: *A Large, Growing Share*

	2008	2011
Total OTC	\$16.8 Billion	\$17.4 Billion
Eye and Ear Care \$	\$459 Million	\$525 Million
E&EC Share of total	2.7%	3.0%



Source: The Nielsen Company (total U.S. food, drug, and mass merch., ex. Wal-Mart)
Note: OTC earwax cleaners alone sold \$63 Million in 2011 – Source: Wall Street Journal
<http://online.wsj.com/article/SB10000872396390444354004578058513951005712.html>



But Volumes Are Static or
Down: -0.9% 2007-2012

Causes:

“Lack of product innovation,
Declining consumer interest”



Source: <http://www.ibisworld.com/industry/ear-care-medication-manufacturing-otc.html>



Introducing A Unique Solution:

Earglasses[®]

SOUND MAGNIFIERS

An Important New Hearing Care
Product Revenue Opportunity



From Confusion...



...to Clarity!

The best value customers can
buy to boost their ability to
clearly hear softer sounds



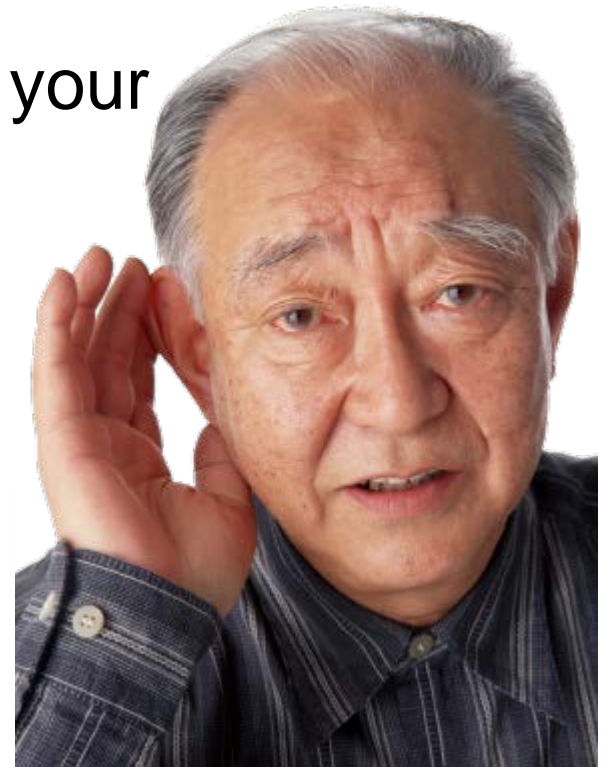
A More Natural Answer

No Noise From Electronics

No Batteries Needed

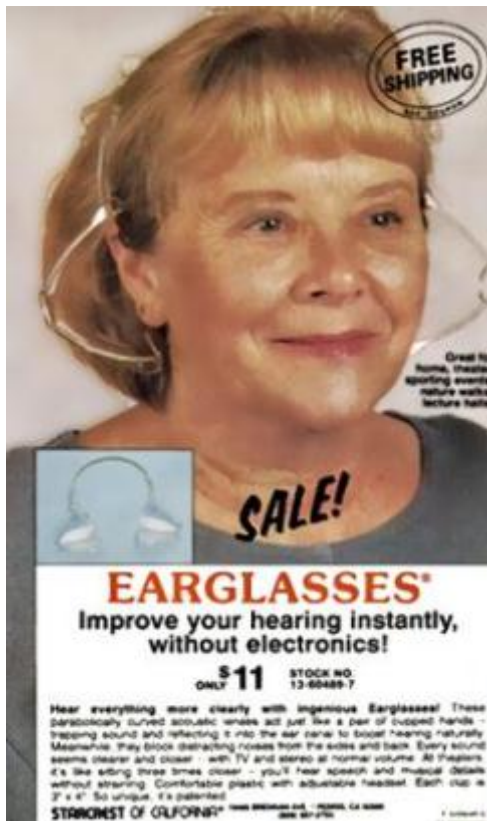


It's like cupping your hand behind your ear, but your arm won't get tired!



100,000+ Old Models Sold

Retail Price: \$11-\$13 + P&H



- Sold only through Direct Response General Merchandise Catalogs
- “Mickey Mouse” looking shells
- Headband forced use of both lenses
- Conspicuous, oversized, loose-fitting
- Won’t fit in pocket or purse
- Too big for on-shelf display



NEW MODEL

A Dramatic Improvement

- Use on one ear or both
- Carry in pocket or purse
- No headband is needed
- Smaller, unbreakable shells
- One size fits all
- More affordable, available
- Secured by an adhesive strip
- Made for disposability, turnover



Totally Unique!

BIG
ideas
INCORPORATED

Repeat Purchase Is Now Built Right In

Like Breathe Right® Nasal Strips,
our adhesive strip adds value but
requires periodic replacement



Breathe Right® Nasal Strips now sell roughly \$200 Million worth of product a year, at factory alone! The brand is most often used to prevent or reduce the problem of snoring. But snoring is a much less common problem than are today's epidemic hearing losses!



BIG GREEN

A Sustainable Solution

**The product is fully recyclable PET plastic -
the same used for soft drink containers**



Also, both the products and packages are completely made in the United States. Even the molds from which the products are formed are U.S. made.



FAT

Gross Profit Margin

At an MSRP of \$8.95, your gross profit margins can be **VERY** rewarding!



Professional Marketing Support

1. Long-established website, new content

<http://earglasses.com>

2. Prominent search engine rank

3. Vigorous new publicity push

4. Broad social media presence

5. Millions of PR, TV, catalog impressions

Come visit Earglasses® on



Facebook



LinkedIn



Twitter



Pinterest



Google Plus



YouTube



