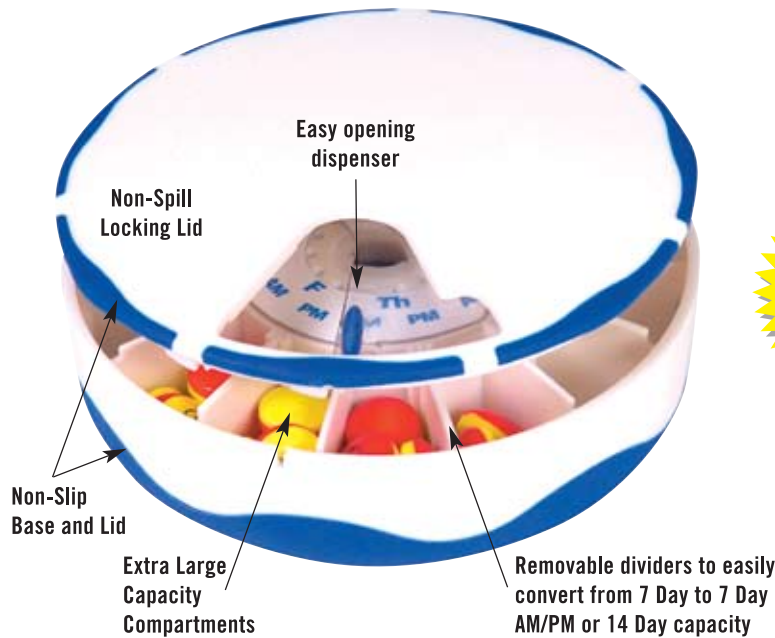


Only Medication Organizer designed for Baby-Boomers (age 50+) who account for:

- 74% of all prescription drug purchases¹
- 60% of all healthcare spending¹
- 50% of all discretionary income¹

Research shows that Baby-Boomers want products like the Easy Grip Pillbox that:

- Combine style & function²
- Make their life easier²
- Help maintain a healthy lifestyle²



Innovative Pillbox meets all needs



7 Day

7 Day AM-PM

14 Day



Built-in Rx Vial Opener



Removable Lid for easy loading



Comfortable Ergonomic Design

(HE# 400539) SRP \$9.99

Sources: (1) US Consumer Expenditure Survey, (2) Boston Globe 4/18/04

Experience the Easy Grip difference!



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