



**THE FIRST AND ONLY NON-DRUG SOLUTION INDICATED FOR
THE TREATMENT OF HYPERTENSION AND AVAILABLE OTC**

WELCOME TO THE RESPeRATE TAKE CONTROL PROGRAM

Program Description

RESPeRATE *Take Control* is a sample program designed to create an opportunity for you and your patients to experience the benefits of RESPeRATE in lowering high blood pressure and reducing stress.

A few RESPeRATE sample Order Forms are provided for you to pass on to your patients who could benefit from RESPeRATE. (See the other side of this page for initial patient enrollment recommendations.)

This program is hassle-free for you and your practice—all shipping, billing and support is done directly by InterCure, the developer of RESPeRATE. When your first patient has enrolled in the program, we will send you a complete **pad of Order Forms**. Once you have just 2 patients enrolled in the *Take Control* program, we will provide you with a **free RESPeRATE demonstration unit** for your clinic.

Suggested Take Control Program Guidelines:

- Clinician fills in the first section of the *Take Control* Order Form, patient completes the rest of the form and faxes it to (212) 967-5060.
- Your patient receives a free RESPeRATE* (list price for a new device is \$299) for a 30 day trial, sent directly to patient's home. All shipping, billing and support is done directly by InterCure Inc.
- Patient uses RESPeRATE for 15 minutes a day to accumulate at least 40 minutes of slow breathing per week.
- Clinician performs checkup and review every 4 weeks.
- Patient keeps RESPeRATE beyond the program period for an additional cost of \$199 or returns RESPeRATE directly to InterCure at the end of the program at no additional cost.

For additional information please call toll free 1-800-509-2403

* Not including a patient fee of \$39.95 for shipping and handling, factory refurbished device with standard one year warranty.

RESPeRATE PATIENT ENROLLMENT AND ADMINISTRATION GUIDELINES

Indications:

The RESPeRATE is intended for use as a relaxation treatment for the reduction of stress by leading the user through interactively guided and monitored breathing exercises. The device is indicated for use only as an adjunctive treatment for high blood pressure, together with other pharmacological and/or non-pharmacological interventions.

Patient Enrollment Guidelines:

Ten clinical studies and physicians' experience with RESPeRATE show that the device is particularly helpful in the following clinical situations:

- White-coat or labile hypertensive patients who might benefit from reducing stress and sympathetic activity.
- Diabetic hypertensive patients.
- Patients with isolated systolic hypertension.
- Resistant hypertensive patients (uncontrolled BP despite the use of a diuretic and at least 2 other medications at maximum dosage).

Administration Guidelines:

Patients should be instructed to use the RESPeRATE device routinely at rest, in 15-minute daily sessions, aiming to accumulate at least 40 minutes of slow breathing per week (10 breaths per minute or less). The accumulated Weekly Therapeutic Time (minutes of slow breathing) appears on the device's display momentarily each time the device is turned on. Patients should be made aware that results, just like physical conditioning, may take a few weeks to become fully manifested and that without continued device use, any achieved benefits would likely be diminished. Studies show that a clinically significant, sustained reduction in BP occurs within 3 to 4 weeks of routine use.

For additional information please call toll free 1-800-509-2403

TO BE COMPLETED BY HEALTHCARE PROVIDER

Date _____ Patient Name _____

Current blood pressure ____/____ mmHg Goal blood pressure ____/____ mmHg

Guidelines for patient's *Take Control* program:

- Use RESPeRATE for 30 days, 15 minutes a day (to accumulate at least 40 minutes of slow breathing per week).
- Measure your blood pressure and fill in your *Take Control* LogBook _____ times per week.
- Visit healthcare practitioner for follow-up every __ weeks.
- Other recommendations: _____

Provider's Name _____ Title _____ (Please Print)

Provider's Signature _____ Phone _____ Fax _____

TO BE COMPLETED BY PATIENT

To start the RESPeRATE *Take Control* program, please complete the information below and fax it to 1-212-967-5060. Please refer to the information on the other side of this page to learn more about RESPeRATE.

Mailing Address _____ City _____ State _____ Zip _____
(FedEx will not deliver to a PO Box)

Phone Number (day) _____ Email Address _____
(for order confirmation and FEDEX tracking number)

The RESPeRATE device* is provided free of charge for you to use during this 30 day program. A shipping and handling fee of \$39.95** is your only cost during the trial period, which includes the return shipping of the device. At the end of the 30 day program, you will have two weeks to return RESPeRATE. If you choose to keep it, your credit card will be charged an additional \$199 (factory refurbished device with standard one year warranty). Please see the other side of this page for more information.

Credit Card Type MC VISA AMEX DISCOVER
 Credit Card Number
 Expiration Date / (Month/Year) CVV/Security code ()

Name as appears on your credit card _____

Billing Address _____ City _____ State _____ Zip _____

I read and understand the terms of this program and I authorize the payment as described herein.

Signature _____

*Factory refurbished device with standard one year warranty

**NJ/NY residents will be charged sales tax

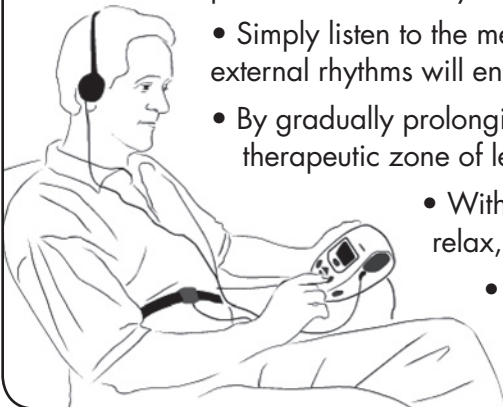
RESPeRATE:

- **A clinically proven therapeutic breathing device**
- **Lowers high blood pressure with no side effects within 30 days**
- **Can be safely used in conjunction with medication and lifestyle modifications**
- **Relaxing, pleasant and easy to use**



HOW RESPeRATE LOWERS YOUR BLOOD PRESSURE

- RESPeRATE's breathing sensor automatically analyzes your individual breathing pattern and creates a personalized melody composed of two distinct inhale and exhale guiding tones.



- Simply listen to the melody through the headphones, and your body's natural tendency to follow external rhythms will enable you to easily synchronize your breathing to the tones.
- By gradually prolonging the exhalation tone to slow your breathing, RESPeRATE leads you to the therapeutic zone of less than 10 breaths per minute.
- Within a few minutes, the muscles surrounding the small blood vessels in your body relax, blood flows more freely and your blood pressure is significantly reduced.
- While your breathing returns to normal after each session with RESPeRATE, the beneficial impact on your blood pressure accumulates. Within 3 to 4 weeks, you'll see a significant, lasting reduction in your blood pressure.

Additional Terms of RESPeRATE Take Control Program: For two weeks after the end of your 30 day *Take Control Program*, you may return RESPeRATE at no further cost. To process a return, please call RESPeRATE Customer Care toll free at 1-877-988-9388 before the end of your trial period. We will issue you an RMA number and a free shipping label. Alternatively, you may keep RESPeRATE beyond the *Take Control Program* for an additional \$199. In this case, we will charge your credit card \$199 (NY/NJ Residents will be charged sales tax).

Take Control Program may not be combined with any other programs or promotional offers.