

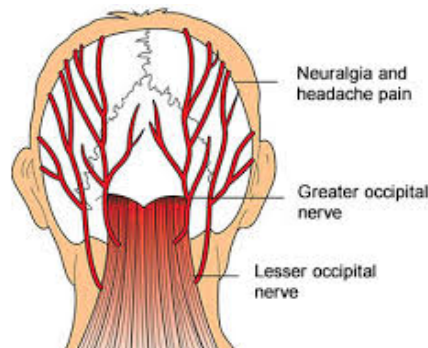
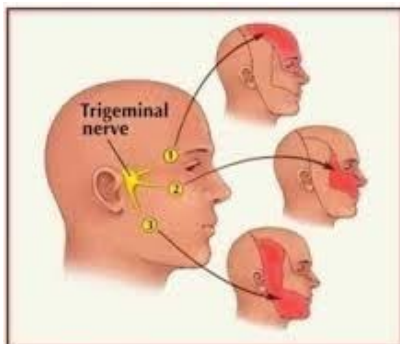
July Fireworks

The 4th of July commemorates our day of Independence and celebrates our right to life, liberty, and the pursuit of happiness. We traditionally celebrate with family, friends, food, fun, and a spectacular display of fireworks. Fireworks can come in many different bursts of bright lights, colors, sounds, and shapes--- an aura of enjoyable sensory disturbances lighting up the sky. We ooooh and aaaah at the display. Happy July 4th!!



There are many people that suffer daily from what seems like fireworks exploding painfully in their heads causing debilitating headaches triggered by many underlying conditions or lifestyle factors like STRESS. These abnormal waves/fireworks of electrochemical activity in their heads can last for days causing throbbing pain, sensitivity to light and sound, nausea, vomiting, blurred vision, and difficulty concentrating. The electrical fuses that set off the painful disturbances are the Trigeminal and Occipital Nerves that are responsible for at least 80% of abnormal nerve activity in the head, neck, and face. Healthcare providers see patients who experience this type of pain and seek your help to relieve their suffering. Managing their pain involves more than finding an effective pharmaceutical. By adding the proper use of Electric cell-Signaling Treatments (EcST) over a period of time along with their prescribed medication, clinical studies have shown that patients reported significant improvement or decreased recurrences of their different types of headaches.

On the 2nd page, we provide you with RST-SANEXAS neoGEN® facial, head, and upper neck electrode placement guidelines to help treat your patients with the pain associated in these types of conditions.



NOTE: These fireworks-like pain can also be excruciating in patients that have pain associated with neuropathy where they describe their peripheral neuralgia as sharp stabbing, stinging, burning feelings in their feet, legs, hands, and arms. If you have any questions on treating lower extremity issues, please refer to the Basic Placement Guide or give us a call.

FREQUENTLY ASKED QUESTION

Q... What is the best approach for treating pain associated with migraines?

A... The best approach would be to utilize both the 6-Field Endogenous Electrode and cup electrodes (you can utilize adhesives if that is easier for application). Refer to the last page of the RST Basic Placement Guide for placement options – these placements tend to focus on occipital and trigeminal concerns among others. I would suggest using less stimulatory programs to introduce the patients and see reactions. So, try NV-1, NV-8, ESI-2, NV-3 as beginning programs and then proceed to other programs. If you already know which type of headache or condition you are treating refer to the 8-week guide for headache suggestions.

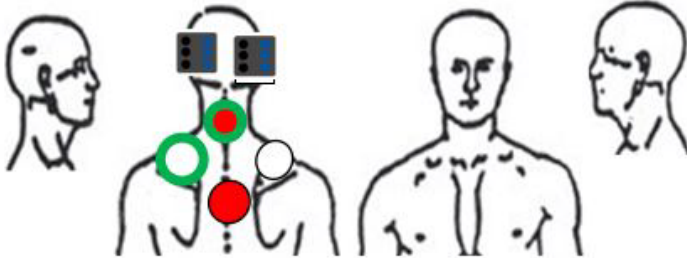
Take care and thank you for all that you do!

Basic Placement Facial/Head/Upper Neck Pain

- Red-Green Electrode
- Red Electrode

- White Electrode
- White – Green Electrode

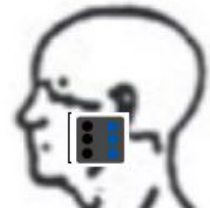
“6 Field Occ. w/ Diamond Placement”



The above placement is the most common approach to this type of pain. The Diamond approach is used when multiple levels of the cervical spine may be affected as well and tension in the trapezius muscle.

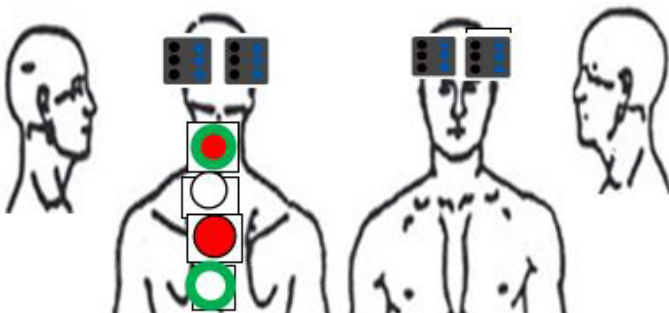
Jaw/Face Pain

The 6-field or 4-field electrode options are useful for facial, head, wrist, foot pain, etc. This placement can be done with 2” adhesive electrodes as well. Either a Linear, Boxed, or Diamond approach would work too.



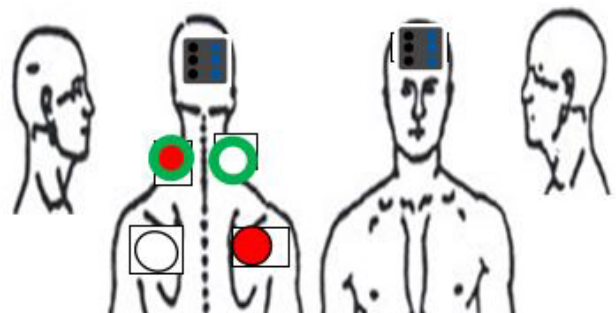
Tip: Utilize a separate channel for the Endogenous or Topical 4 or 6 Field electrodes than you do for your cup electrodes when treating face and head pain.

“2 6-Field Occ. Crossed/Boxed w/ Linear”



The above placement will target the head differently and is useful if pain is present in almost all areas. The “Linear” approach is used when multiple levels of the cervical spine may be affected.

“6-Field Occ. To Front w/ Boxed Placement”



The above placement will target the head differently and is useful if pain is present in both areas. The “Boxed” approach is used when tension or pain is present in the upper back and shoulder blade area.

Marketing Tidbits Suggestions to help increase your marketing awareness.

1. Create and update your website so that it is Google search friendly and mobile accessible. Everyone relies on their computers and smartphones to search and connect to your website for information regarding your medical practice i.e., services, videos, testimonials, contact info, map your location, etc.
2. Provide patient testimonials on your website and on social media to establish the credibility of your practice and the successful patient outcomes you have provided your patients. Studies show that 88% of patients trust online testimonials/reviews .
3. Reach out to primary care physicians so their patients are referred to you for your advanced healthcare treatments.
4. Add videos to your in-office TV, website, social media, etc. Videos are the next best way to meet you in person, help educate them, and develop trust. Use this RST-SANEXAS 1-minute video to introduce them to Electric cell-Signaling Technology (EcST) using the neoGEN® - Series device.

<https://www.dropbox.com/s/zh3gcammipeh5v/RST%20SANEXAS%20COMMERCIAL%20FINAL.mp4?dl=0>

Introducing... MedMassager
Foot and Body Massager

We are excited to announce our partnership with **med+massager** developer and manufacturer of the Foot and Body Massager. Founded over 30 years ago, **MedMassager's** focus is on improving circulation by stimulating blood flow, improving the tissue recovery process, relaxing muscles, and maintaining or increasing range of motion. FDA, MDSAP, and ISO 13485 certified, the foot and body massager and FDA cleared RST-SANEXAS neoGEN® Electric cell-Signaling Treatments (EcST) provide advanced technology in treating patients who suffer pain associated with neuropathy, poor circulation, muscle spasms and atrophy in a safe, non-invasive, effective, and relaxing way. Include in your patient's **RST-SANEXAS neoGEN®** treatment protocol the **MedMassager Foot and/Body Massager** and watch patient-centered outcomes improve in a meaningful and healthy way due to your care. Reduce pain, improve circulation, and restore HOPE!

MedMassager Foot Massager

MedMassager Body Massager



FEATURES:

- 11 speed, 4000 rpm motor with oscillation
- Activates circulation & relaxes muscles
- Comfortable ergonomic design
- Increase mobility and reduces pain
- FDA, MDSAP, & ISO 13485 certified
- 1 yr. replacement warranty

MedMassager Foot & Body Massager



FEATURES:

- Lightweight, powerful, orbital massager
- Stimulates local circulation
- Soft pad conforms to the body
- 4,000 rpm variable speed motor
- FDA, MDSAP, & ISO 13485 certified
- 1 yr. replacement warranty

CALL TO ACTION: Many patients are unable to walk, sleep, work, and live without pain. By including **Med-Massager Foot and Body Massager** to your patient's **RST-SANEXAS neoGEN®** treatment protocols their circulation will increase improving their recovery process.

CALL today for more information and to place your order.