

THE PRODUCT

- This product is a medical skin marking device , providing radiation oncology centers with a single sterile unit , as opposed to multiple components ;saving time, money and eliminating cross contamination.



PURPOSE OF TATTOOS



- Targets for radiation beams
- Aids in reproducibility for daily treatments
- Permanent record of treatment area



CURRENT METHODS

- Sterile needle
- India ink well, dropper
- Syringe



OTHER PRODUCTS

- Steritatt



ACCU-TATT

Patent Drawings



Product Variation



ACCU-TATT PROCESS



Apply pressure with thumb to break ampoule



Gently squeeze housing allowing ink to flow into barb




COMPARISON


**ACCU-TATT, with built in needle is 1/3 the size of its competition.



SAVING TIME

- Time is a huge factor in Radiation Oncology Departments
 - With one unit and no need to assemble, this also helps hospitals save money, by creating efficiency
 - Faster turn around time means increased capacity in the simulator
 - Clean-up is merely tossing the used item into a sharps container
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SAFETY

- Less chances of puncturing self, while assembling (therapists)
 - Elimination of cross contamination through communal usage of ink wells, droppers.
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COST EFFECTIVE

- Needle
- Syringe
- Ink well

The average cost per patient is \$.80

- Steritatt
- Needle

The average cost per patient is \$8.72

- Accu-Tatt

The projected cost per patient is \$1.25



MARKETING POSSIBILITIES (US ONLY)

- According to the America Cancer Society
2008 estimated 1.4 million new cancer patients
- Of these, most patients will receive Radiation Therapy as a form of treatment for their disease
- These numbers do not account for recurrences, requiring new markings for treatment.



PRODUCT INTEREST

- Vendors willing to distribute after production



Accu-tatt

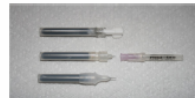
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The Purpose of Tattoos:

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Patent drawings/ Product Variations



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Benefits of Accu-tatt

- Time saving
- Safe and sterile
- Cost effective in comparison to current tattooing options

Marketing Possibilities:

- American Cancer society estimated 1.4 million cancer patients in 2008
- The majority of cancer patients will receive Radiation treatments as part of their cancer management.
- These estimates do not include current cancer survivors in need of retreatment and therefore new markings.