

# Why Nubax ?

nubax presents

an opportunity

management of back pain

therapeutic goods

effective therapy



Nubax<sup>®</sup> presents a unique opportunity to provide a quality health

care product worldwide and address the ever growing problem of chronic back pain throughout the World.

Through its very simple, yet effective patented invention, Nubax<sup>®</sup> provides an opportunity for companies engaged in the delivery of health care and therapeutic goods to advance their presence in a market which generates billions of dollars each and every year.

The Nubax<sup>®</sup> Trio is simple to use, portable, accessible and is now clinically proven as a form of effective drug free therapy for the management of chronic back pain.

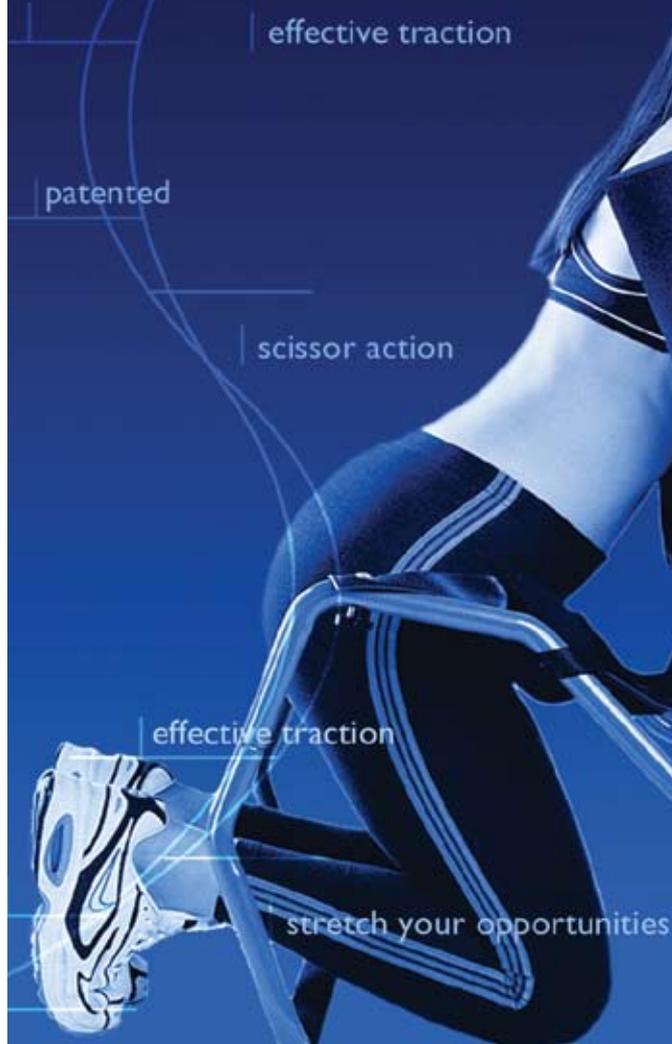
Nubax<sup>®</sup> provides considerable benefits for back pain sufferers, health providers, health insurers and distributors of therapeutic devices.

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# Nubax Background



The Nubax<sup>®</sup> Trio's unique lever action utilises the user's own bodyweight to apply traction to the spine while the body is held in correct alignment at the shoulders and hips.

The technology for the Nubax<sup>®</sup> Trio was initially developed in Australia by Richard Miller and was patented in Australia in 1992.

Nubax<sup>®</sup> is owned by R & R Therapeutic Pty Ltd; a company incorporated in Western Australia. Well in excess of A\$2 million has been spent on product and market development to date.

Until the Nubax<sup>®</sup> Trio was launched in 1999, traction devices were either clinical installations that cost many thousands of dollars, or crudely functioning devices including those that require the user to hang upside down!

The Nubax<sup>®</sup> Trio, now with patents and distributors worldwide, has dramatically altered accessibility to effective and safe traction both in the home and in a clinical setting. Nubax<sup>®</sup> is leading the ever increasing acceptance of traction as a credible form of treatment for a wide range of back problems. It is easy to use, portable and safely applies the equivalent degree of traction force as the most expensive clinical device.

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The Nubax<sup>®</sup> Trio enables people to improve their quality of life. Not only is the Nubax<sup>®</sup> Trio used as a means of back pain relief and prevention, it is also useful as a method of strengthening the back and improving flexibility.

It is particularly effective for people conscious of their health, fitness and vitality; as well as those who are susceptible to or suffering from back pain.

The Nubax<sup>®</sup> Trio helps to:

- Relieve low back pain.
- Maintain a healthy back.
- Strengthen the back.
- Perform physically demanding activity.
- Maintain mobility and a healthy lifestyle.
- Aid the speedy recovery from existing conditions.

The Nubax<sup>®</sup> Trio is a functional therapeutic device that provides traction therapy, and can be effective in:

- Occupational health.
- Sport.
- Pain management.
- Exercise.
- Relaxation.
- Pre-activity warm-up and post-activity warm-down (Injury prevention).

The key benefits of Nubax<sup>®</sup> Trio include:

- Beneficial adjunct to a wide range of popular forms of therapy.
- The ability for users to apply traction to the spine under their own complete control, wherever and whenever they need it.
- Provides a credible alternative to intermittent (cyclical) traction.
- Provides a gentle but strong static traction force.
- By holding the shoulders and hips in a symmetrical position, the spine is correctly aligned during use.
- Easy to use and fully portable.
- Drug free pain relief.

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# Nubax Exposure To Markets

customer experiences

therapeutic device

positive

pain management

key benefits

television

Since being made available to domestic markets in 1999, Nubax<sup>®</sup> has consistently received a positive response to the product with well over 3,500 users in Australia alone, enjoying considerable improvement to their quality of life.

In the formative years, Nubax<sup>®</sup> focussed predominately on the development and efficacy of the product in order to establish credibility. However, during this

period, marketing activities directed at back pain sufferers on television and in the print media have yielded some encouraging results

Television segments on "A Current Affair" in 2001 and 2007 yielded sales revenue in excess of \$120,000 on both occasions, while advertisements in the Herald Sun and other major publications have also yielded positive returns.

As a result of this exposure, thousands of Australians have now made the Nubax<sup>®</sup> Trio part of their daily routine.

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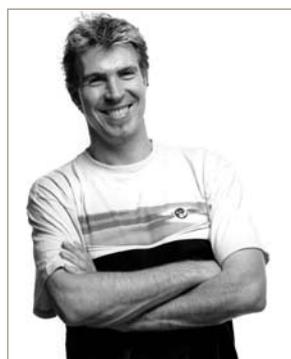
## Nubax Customer Experience



According to the Australian Bureau of Statistics, it is estimated that approximately 15% (3.1 million) of the Australian population suffer from back pain. The Nubax® customer is someone who wants to relieve or prevent back pain and therefore, improve their quality of life.

Many Nubax® Trio users, particularly those suffering some form of unspecified lower back pain, have reported significant reduction in pain and dramatic improvements to their physical movement as a result of using the Nubax® Trio.

The Nubax® Trio is now being recommended and prescribed to patients by an increasing number of chiropractors, physiotherapists and osteopaths throughout Australia.



- Jim Stynes –  
Melbourne Football Club
- 264 AFL games
  - AFL Hall Of Fame inductee
  - Brownlow medallist
  - 4 x Best & Fairest Winner
  - 2x All Australian

*"My back pain was so severe that it got to the stage where I couldn't sit in a chair for more than a few minutes. When I did sit down, the*

*discs would bulge, causing pressure on the nerves in my back and considerable pain.*

*Now, having used the Nubax® Trio for almost four months, my symptoms have reoccurred just once and I found that I don't have to rely on anti-inflammatories anywhere near as much as I used to."*

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“The Nubax™ is a unique device which successfully combines patient comfort and ease of use to alleviate lower back pain through spinal traction.”



## Nubax Therapeutic Credentials

Carrying the “CE” declaration of conformity, the Nubax® Trio is listed with the Therapeutic Goods Administration of Australia and is also supported by scores of healthcare providers right across Australia.

In 2006 clinical trials conducted and supervised by the University of Western Australia concluded that the Nubax® Trio was an effective form of relief for sufferers of a wide range of chronic back condition.

*Peter Hamer – DipPhys, BPE (Hons) MEd, FASMF and Director, Functional Rehabilitation Program*

*“This self-traction and relaxation device has proved useful in the management of lower-back pain. Clients that have used the Nubax™ as part of their overall exercise rehabilitation program, conducted at the Clinic, have reported some relief of discomfort and an increased range of movement”.*

*Dr G.D Cooper – Chiropractor*

*“Recently, I had the opportunity of testing the Nubax® Trio in a clinical setting. Random patients were chosen to try this device over a one-week period. Within this short trial period patients reported that the Nubax® Trio provided a good, relieving stretch to their paraspinal musculature.”*

*Dr Tim Ackland PhD – Associate Professor, Department of Human Movement, UWA*

*“The Nubax® Trio is more effective than massage and core stability exercises alone and its beauty lies in the fact you can use it at home for just a few minutes a couple of times a day to receive the benefits,” he said.*

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# Nubax Vision



Success for Nubax<sup>®</sup> means that Nubax<sup>®</sup> is recognised as the first choice for back pain sufferers looking to improve their quality of life; that it is endorsed and recommended by healthcare providers not only as a means of pain management, but as a means of aiding mobility; and that people from all walks of life are able to enjoy a better quality of life because of Nubax<sup>®</sup>.

The Nubax<sup>®</sup> Trio is distributed internationally through a variety of channels to market, utilizing the values and standards synonymous with the high quality and efficacy of the Nubax<sup>®</sup> product.

We are offering an exclusive opportunity to distribute and/or manufacture the Nubax<sup>®</sup> Trio under license. We are also seeking partners in the future research and development of the Nubax<sup>®</sup> product range, including the development of condition specific protocols of use for healthcare providers. A research and design team will consult internationally and work in partnership to maximise the opportunities presented by Nubax<sup>®</sup> patented technology.

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# Nubax Future

research

development

success

strong marketing



Nubax<sup>®</sup> is entering one of the most exciting phases in its relatively short history.

The success of the University of Western Australia's clinical trials, coupled with a stronger marketing focus has led to Nubax<sup>®</sup> developing new distribution channels internationally, while they continue to effectively manage their existing channels throughout Australia and New Zealand.



The research and development team has also developed several prototypes which will be made available to consumers on a

global scale in the years to come, while a number of accessories and further literary studies are also currently in the development phase.

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