

INSPIRATION FOR THE INVENTION:

"So many people suffer from sleepless nights whether it's due to anxiety, depression, allergies or illness. I wanted to help people finally have a good night's sleep."

BENEFITS:

- Opens up airways to promote healthy breathing
- Conforms to nose for a comfortable fit
- Provides a better, more calming night's sleep
- Helps clear sinuses when sick or when suffering from allergies
- Provides an alternative to ingesting oral medication
- Offers an easy-to-use and convenient means of relaxing

FEATURES:

- The plastic unit would feature a "U" shape; the tips of the "U" would be comprised of a bumpy, silicone-type material
- The silicone gel tips would be inserted into either nostril so that the bottom of the "U" rested on the skin connecting the nostrils under the nose
- These silicone tips would be infused with various scents such as lavender, chamomile, menthol, vanilla, etc.
- These aromatherapy scents could elicit a feeling of calmness and relaxation, prompting the user to experience a more restful night's sleep

- A menthol-tipped version could help clear sinuses for cold and allergy sufferers
- The unit would measure 1 inch high, 1 inch long and 1/4 to 1/2 inch wide
- Various sizes and shapes could be available

DEVELOPMENT:

- Patent application in process
- VIP-Virtual Invention Presentations available; DVD contains 3D Renderings, animated demonstration and voice narration of the features and benefits

MARKETING OUTLETS:

- Drug stores and pharmacies
- Health and beauty stores
- Grocery and convenience stores
- Discount department and variety stores
- Warehouse clubs and superstores
- Wholesalers of health and beauty items
- Televised home shopping programs
- Internet websites
- Mail-order catalogs

TPA-2425(g)

Writer Initials:BS

REVISION

To Approve **ART & TEXT**, Please Sign And Date Below

Signed: _____ Date: _____

The result of my review of this **ART & TEXT** is: (check one below)

Excellent Very Good Good Satisfactory