



“Help the World Breathe Better.”



2021 Press Kit



About Alaxo Airway Stents



Alaxo offers FDA-cleared and Health Canada-registered, internationally patented, innovative stent-based therapies to support healthy, natural, nasal breathing solutions for snoring, sleep apnea and enhanced athletic performance. Alaxo innovative stents support the upper airway passage to allow for better airflow and easier breathing.

Visit www.alaxousa.com or www.alaxocanada.com



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Alaxo Airway Stents



@airwaystent



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Alaxo Airway Stents

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STRATEGIC
MARKETING
COMMUNICATIONS

INSIGHT

Market Researchers have found that 45% of all adults snore, at least occasionally, and 25% are habitual snorers.

Problem snoring is more frequent in males, people who are overweight and snoring usually worsens with age. Snoring may also be an indication of obstructed breathing and should not be taken lightly.

(Source: American Academy of Otolaryngology - Head and Neck Surgery).

Benefits of Sleeping with Alaxo Nasal Stents:

- ✓ Bring peace to the bedroom.
- ✓ Wake up energetic.
- ✓ Resolve nasal congestion.
- ✓ Lower your blood pressure.

Who Are Nasal Stents for?



Snorers

Eliminate snoring to have a happier bedroom.



CPAP Users

A sleep apnea solution that fits your lifestyle.



Athletes

Increase strength & energy while reducing recovery time.



Anyone who breathes!

You deserve a restful sleep.

INSIGHT

Why is Nasal Breathing Beneficial?

- ✓ Filters, warms and humidifies inhaled air, protecting the lungs.
- ✓ Leads to better oxygen supply to the body than mouth breathing.
- ✓ Prevents cold, flu, allergic reaction, hay fever and irritable coughing.
- ✓ Stimulates the calming nervous system (parasympathetic nerve)
- ✓ Reduces snoring and sleep apnea.

Advantages for obstructive sleep apnea (OSA) with Alaxo products:

- Clinically proven for the treatment of patients with obstructive sleep apnea or snoring.
- Avoidance of surgical procedures and artificial ventilation by CPAP therapy in the case of obstructive sleep apnea.
- Stents act at the sites where sleep apnea patients mostly have the airway obstructions.
- There is no dehydration of mucosa since natural breathing is maintained.
- Simple handling.
- Provides full flexibility and no restrictions during sleep.
- No power connection required to operate CPAP machines. The Stent is solely a mechanical therapy.
- Simple, small, easily portable, advantageous while traveling.



The American Sleep Apnea Association reports that: "Sleep disorders, including sleep apnea, have become a significant health issue in the United States. It is estimated that 22 million Americans suffer from sleep apnea, with 80 percent of the cases of moderate and severe obstructive sleep apnea undiagnosed. OSA, which represents the great preponderance of the cases when left untreated can lead to high blood pressure, chronic heart failure, atrial fibrillation, stroke, and other cardiovascular problems; it is associated with type 2 diabetes and depression; and is a factor in many traffic accidents and accidents with heavy machinery, owing to the persistent drowsiness suffered by many OSA patients before the disease is recognized and treated."

FAQ

What are Alaxo Airway Stents?

An innovative, easy-to-use stent-based therapies support healthy, natural, nasal breathing to improve sleep, treat snoring and sleep apnea, including obstructive sleep apnea (OSA), and enhance athletic performance. Stents are FDA-cleared and Health Canada-Registered.

Are the stents covered by my insurance plan?

Most insurance plans, along with health savings/flexible spending accounts in the United States, will cover or reimburse the cost of Alaxo's products.

Likewise, some Canadian insurance companies are beginning to cover Alaxo's products in Canada, and we continue to work with these companies to expand insurance coverage. We encourage any Canadian purchaser to contact their insurance company to determine coverage status.

What are the symptoms of sleep apnea?

The most common symptoms include loud snoring, gasping for air during sleep, waking with a dry mouth, morning headache, insomnia, excessive daytime sleepiness, difficulty paying attention and irritability. It is estimated that [22 million](#) Americans suffer from sleep apnea, with 80 percent of the cases of moderate and severe OSA undiagnosed.

What is obstructive sleep apnea?

OSA causes breathing to repeatedly stop and start during sleep and is a potentially serious sleep disorder. When left untreated, OSA can lead to high blood pressure, chronic heart failure, atrial fibrillation, stroke and other cardiovascular problems.

How do Alaxo Airway Stents improve OSA?

Our stents, which have been clinically tested for treatment of individuals struggling with OSA, represent a non-surgical treatment to effectively support the upper airway passage and allow for better airflow, easier breathing and improved sleep.

Is snoring a dangerous condition?

Snoring may indicate obstructed breathing and should not be taken lightly.

Researchers have found that [45%](#) of all adults' snore, at least occasionally, and 25% are habitual snorers. Problem snoring, which often worsens with age, is more frequent in males and people who are overweight.

FAQ

What other conditions do Alaxo Airway Stents support?

Our stents support other quality of life issues, including chronic sinusitis, allergies, rhinitis, chronic rhinitis, and allergic rhinitis.

How are Alaxo Airway Stents an improvement over current sleep apnea products?

Alaxo products offer alternatives to current sleep apnea treatments, such as continuous positive airway pressure (CPAP), oral appliances and surgery. CPAP machines are cumbersome, awkward to use and require an electrical power source. As a result, many people refuse to use them. Unlike our stents, CPAP cannot be worn throughout the day.

What are the benefits of improved nasal breathing?

Nasal breathing filters, warms and humidifies inhaled air, protects the lungs, leads to better oxygen supply to the body, prevents cold, flu, allergic reaction, hay fever and irritable coughing, stimulates the calming nervous system and reduces snoring and sleep apnea. Nasal breathing compared to mouth breathing increases the blood oxygen content by [10-15%](#).

Can I wear my stents during the day?

Yes, you can wear your stents during the day. While it is a personal choice in how long you choose to wear the stents, Alaxo recommends that users wear them for up to 18 hours per day. If you happen to wear stents longer than the recommended 18 hours, it will not cause any particular health concern. Many users wear them during the day, while sleeping, during exercise activities or anytime where the goal is providing more airflow through your nose.

What makes Alaxo Airway Stents better than other stents?

We are the only company in the world that makes a braided stent as per our global patents.

What is chronic sinusitis?

Chronic sinusitis is an inflammatory condition in which the sinus lining becomes swollen and inflamed, leading to significant patient morbidity. This condition also significantly impacts quality of life of patients, which may include difficulty breathing, chronic headaches, recurrent infections, bodily pain and loss of sense of smell and taste. These persistent symptoms can severely impact a patient's day-to-day well-being and result in frequent doctor visits, lost work productivity and can lead to chronic fatigue and depression.

FAQ

How is chronic sinusitis treated?

Chronic sinusitis is managed by a combination of medical and surgical interventions. The first line of therapy involves antibiotics, anti-inflammatory steroids and decongestants. Patients whose symptoms persist despite a medical intervention are recommended to undergo functional endoscopic sinus surgery (FESS).

How do Alaxo Airway products support people with chronic sinusitis?

Our products can be used by patients suffering with chronic sinusitis or patients who undergo functional endoscopic sinus surgery (FESS) to create a positive influence on the flowability of the blood and the flexibility of the arteries as a result of slow and deep nasal breathing. Stenting of the nose creates a fluid mechanically optimal diameter of the nasal passages to improve nasal airflow.

How do Alaxo Airway Stents enhance athletic performance?

[Clinical studies](#) have demonstrated our stents have improved nasal flow in healthy nasal passages by 47% and have increased nasal flow by 123% in patients with decrease nasal flow. Our stents have been clinically proven to increase nasal nitric oxide (NO). NO regulates the delivery of oxygen to muscles for strength, endurance and speed. Optimal muscle function and health can only be achieved by optimal NO supply to the skeletal musculature.



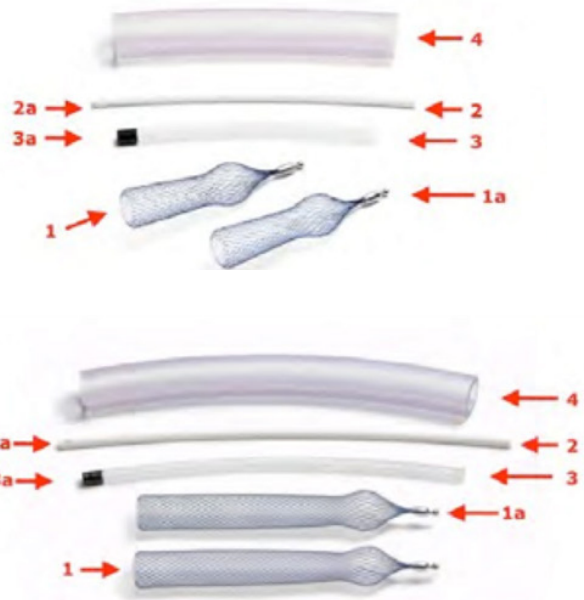
Installation

It is important to make sure your stents are clean before installation. We have found that looking at the stents in front of a light to make sure they are void of any lint or particles is the best approach.

Prior to using any Alaxo Products please read all of the included literature. We recommend that new users watch the installation video at www.alaxousa.com.

Components

- 1. nitinol braided stents
- 1a. clip lock end (silver ball end)
- 2. pusher rod
- 2a. pusher rod connection end
- 3. introduction tube
- 3a. black end of introduction tube
- 4. large cleaning tube

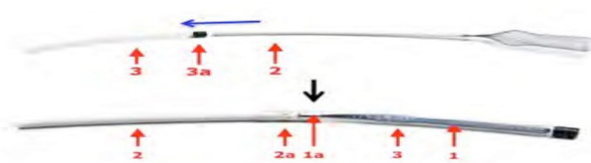


Assembly

Connect the stent to the pusher [2] by fitting the clip lock [1a] into the pusher connection hole [2a]. The ball end of the stent will click into the clip lock and be held securely.



Insert the other end of the pusher into the black end [3a] of the introduction tube [3] and slide the pusher through the introduction tube until the stent is completely pulled into the introduction tube.

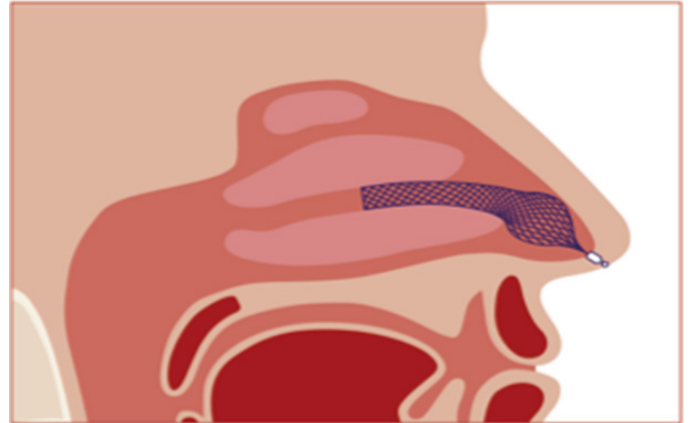


The stent is ready for insetion.

Installation

Inserting stents into your nose

It is important to note that the introduction tube has a specifically designed curvature to allow for ease of installation. The introduction tube is held with the curvature facing in a downward position. The stents are installed into the nose in the middle meatus of the nasal passage.



1. Watch the installation videos before using your stents at www.alaxousa.com.
2. Carefully insert the black end of the introduction tube into the nose so that it is approximately horizontal (90 degrees to your face) into the middle nasal passage. It is a natural reaction to want to aim the introduction tube up when inserting it in the nose, but important to insert it straight into the nose. Inserting it upwards could reach the upper nasal passage and possibly cause a runny nose, sneezing or pain.
3. Slide the introduction tube into the nose until the silver ball end is positioned at the nasal entry. The silver ball end can be slightly recessed into the tip of the nose so that the stent cannot be seen. Important: Do not continue to push the stent further into the nose if the silver ball end is hidden by the tip of your nose.
4. Hold the pusher steady with one hand and with your other hand, the introduction tube is slowly pulled back over the pusher rod. This enables the stent to expand against the walls of the nose.
5. Once the introduction tube is removed, the stent is safely in position.
6. To disengage the stent from the pusher rod: press your fingertip against the side of your nose holding the stent in place and flip the pusher rod upwards. This will disengage the clip lock from the stent.
7. Repeat the installation process for the second stent.

Removing your stents

You may experience the stents sticking during removal. This is due to dried mucus. It is helpful to first moisten the mucosa with a nasal spray containing sea salt or water. To remove, grasp the silver ball end and GENTLY start rotating the stents from left to right and SLOWLY pull the stent out while rotating. Repeat removal process for the second stent.

Installation

Helpful Information for you

Keep in mind there is a break-in period for using the stents. It is normal and natural for your body to react when first using the stents. This reaction can consist of a runny nose and watering eyes. After repeated use, these reactions will lessen.

It is recommended that the stents be worn during the day for 30 minutes to one hour and then gradually increase the time until you can wear the stents for 6-8 hours. Once you can wear them for 6 hours during the day, you can start wearing them at night.

If you feel discomfort during installation, an over-the-counter moisturizing nasal gel or saline nasal spray can be used to moisten and lubricate the nasal passage, making installation easier.

Should you experience a strong sneeze reflex, a small amount of 2% lidocaine gel (as long as there is no contraindication for the use of lidocaine) can be applied to the outside of the installation tube. Also, a tiny amount can be applied to the stent before pulling it into the introduction tube. The sneeze reflex should ease after one or two days. Once properly installed, the stents are secure and you can lightly blow your nose and sneeze with the stents installed.



Instructions for Use and Cleaning

When users adhere to Alaxo's recommendations, the cleaning procedures provide proper stent maintenance as well as cleaning and disinfection of installation equipment.

INSERTION TUBE AND PUSHER

1. After inserting the stent(s) into the nose and releasing the stent(s) from the pusher rod, rinse the insertion tube and pusher rod in lukewarm water until all attached mucus is removed.
2. Spray the outer surface of the insertion tube with cleaning/disinfection spray (Protosan® spray) and spray into the end of the insertion tube. This allows the spray to coat the inside of the tube. Allow the spray to remain for one minute, rinse with lukewarm water and let the insertion tube air dry.

STENT(S)

1. After removing the stent(s) from the nose, rinse the stent(s) in lukewarm water to remove attached mucus.
2. Use lukewarm running water and apply your thumb and forefinger in a stroking motion, from the silver ball end to the end of the stent, to gently clean remaining mucus. Alternatively, a soft bristle brush, such as a toothbrush, may be used. Caution: There is a potential for damaging the stent if the thumb and fingers or brush is used against the grain of the stent braid.
3. When the stent(s) are clean, spray them with the cleaning/disinfection spray (Protosan spray) and allow the spray to remain for one minute. Then rinse with lukewarm water and allow stent(s) to air dry.
4. To determine if the stent(s) are contaminant free, hold the stent up to a bright light and look closely at the braided wires to see if any lint or mucus residue remains. If contaminants exist, repeat cleaning process. The proper removal of all contaminants from the stent(s) prevents potential irritants affecting the nasal tissues.

Instructions for Use and Cleaning

STORING YOUR STENT(S)

Do not store the stent compressed in the insertion tube as this creates unnecessary load pressure on the stent that diminishes the stent's ability to reopen to its proper shape.

The recommended storage temperatures range should be above 40 C (390 F) and less than 50 C (1220 F) and should not be stored in direct sunlight.

PROTOSAN INFORMATION:

The cleaning/disinfection spray consisting of 0.1% polyhexanide / 0.1% betaine reaches all the small surface areas because of the spray's modified surface tension. The cleaning/disinfecting spray ingredients possess excellent mucosa (nasal tissue) compatibility and provide a broad-spectrum pathogen disinfectant.



MULTIMEDIA ASSETS

WEB SIZING OF LOGO

Alaxo Airway Stents logo should always be used in the full format as pictured below. The aspect ratio of the logo should not be warped or distorted, and the colors should remain the brand-approved palette.

