

COMPANY PROFILE



THE STORY BEGINS

The HiDow story began in 1997, when its founder first used a T.E.N.S. unit during a visit to a physical therapist. With rising healthcare costs and a rapidly growing massage industry, he identified a niche in the market and decided to be first to fill it.

THE PLOT THICKENS

After five years developing the technology behind the HiDow electronic stimulator, it was ready to promote in 2002. Quickly, the buzz spread through trade shows, spas and salons, health retailers and in the offices of chiropractors and physicians. The portable devices were also showcased in numerous retailers throughout the United States and began attracting the attention and imagination of businesses and their customers.

AND NOW WE'RE READY

Today, we are a leading manufacturer and wholesale distributor, conducting business globally, with offices in four continents. Sales have increased an average of 25-30% per year with no end in sight. Since we own our factory, there is no middlemen, enabling us to control supply, cost and quality control.

HIDOW SNAPSHOT AT A GLANCE

Worldwide distributors: 3,000

U.S./Canada distributors: 1,500

Specialty retail locations worldwide: 800

U.S./Canada specialty retail locations: 500

Years experience in manufacturing: 25+

Years experience in retail: 15+

CERTIFICATIONS

FDA Class II Medical Devices. CE approved in Europe. Canadian Health Certificate. South African Health Certificate. AU approved in Australia.

AFFILIATE & SPONSOR

At HiDow International, we have been a proud sponsor of the Jacksonville Jaguars, LA Kings, and the Tour of California. In addition, HiDow is fortunate to also have close relationships with several sports organizations and promoters of events such as Endeavor, WME/IMG, The PGA, LPGA, ATP, WTA, The UFC, The PBR, Formula 1, Moto GP as well as worldwide Skiing and Cycling events. We are frequent participants at some of the world's largest trade shows and exhibitions in various categories and industries specifically in the field of medicine, performance, recovery and pain management. As we continue to strive for greater partnership opportunities, we aspire to align our goals of providing pain relief to individuals who suffer from chronic and acute body aches through affordable, portable electronic stimulators.



DISTRIBUTORS MARKETING STRATEGY

With decades of experience, innovation at the forefront and an amplified marketing team to deliver our message, HiDow is positioned for breakthrough success. Everything that's needed to grow our company exponentially is already in place.

Franchise Benefits Without the Franchise Fee

HiDow is committed to growing our retailer network at an accelerated pace. Retailers who wish to get started with HiDow can dabble in the market with an opening order for as little as 36 pieces including gift bags, brochures and flyers, and a detailed training manual with no other hidden fees.

Extensive & Interactive Success-Building Training

HiDow excels as a specialty retail product offering hands-on demos. When retailers come on board, the demo process, muscle disorder terminology, and the science behind the pulses and the secrets to upselling, are all reviewed extensively at the retailer's location or at a HiDow location, or through customized training symposiums like our comprehensive, easy-to-follow training videos.

Social Media Outreach

In collaboration with our affiliates and corporate partners, HiDow is 100% committed to helping and educating the market on how to deal with pain and other potential health problems like fatigue, diabetes, high blood pressure, and depression.

Together with our partners, we provide weekly blogs and videos on far-reaching topics such as nutrition, physical fitness, diet, and wellness in health. We are also extremely active on all social media channels, including Facebook, Instagram, Twitter and YouTube. In addition, we send regular emails highlighting special offers, new products and industry updates.

Distinctive Yet Simple Packaging

A first impression means everything. HiDow devices come in clean, compact boxes that convey a modern, state-of-the-art image right from the start. All of us at HiDow International are excited about the promise of pain relief combined with muscle stimulation. We firmly believe that in the months and years ahead, the demand for these devices will thrive, not only from chronic and acute pain sufferers but also from "weekend warriors" and fitness enthusiasts.





SCOPE OF MARKET

Chronic pain – defined as pain signals that keep firing in the nervous system for weeks, months, even years – affects more Americans than diabetes, heart disease and cancer combined. According to the Institute of Medicine of the National Academies, more than 100 million Americans are affected annually by chronic pain.

Although chronic pain disproportionately affects older Americans, it is by no means confined to a single age segment. It can be triggered by just about anything – a sprained back, neck injury, serious infection, pulled muscle, arthritis, even organically in the absence of any past injury or evidence of body damage.

Unfortunately, chronic pain is here to stay. More than a quarter of Americans over the age of 20– an estimated 76.5 million Americans – reported they had a problem with pain that persisted for more than 24 hours in duration, according to one survey.¹

IMPACT OF CHRONIC PAIN ON QUALITY OF LIFE

For active and involved individuals, the advice “learn to live with it” just doesn’t cut it. Almost two-thirds (59%) of chronic pain sufferers reported an impact on their overall enjoyment of life.² Pain pervades many important aspects of daily living.

More than three quarters of patients (77%) reported feeling depressed. 70% said they have trouble concentrating. 74% said their energy level is impacted by their pain. 86% reported an inability to sleep well.

THE DEMAND TO ELIMINATE PAIN CONTINUES TO GROW

As a result of the high incidence of pain, the global pain management devices market will continue to grow as pain sufferers look for the “next best thing.” This market was valued at \$3,185.5 billion (USD) in 2014 and is expected to increase at a steady clip of 13.4% over the forecast period (2012-2022).³

Clearly, the market is primed and ripe for a non-invasive pain relief solution that alleviates the burden of pain without side effects, unnecessary surgeries or pharmacological intervention. HiDow offers a solution whose time has come.



1) National Centers for Health Statistics, Chartbook on Trends in the Health of Americans 2006, Special Feature: Pain.

2) American Pain Foundation 2006 survey sponsored by Endo Pharmaceuticals

3) Grand View Research Pain Management Devices Market Size & Forecast by Type (Electrical Stimulators, Radiofrequency Ablation, Analgesic Pumps, Neurostimulation Devices), By Application and Trend Analysis From 2012 To 2022

THE CONCEPT IS SIMPLE.



According to the Institute of Medicine of the National Academies, more than 100 million Americans are affected annually by chronic pain including diabetes, heart disease, and cancer combined. Chronic pain is not confined to a single age segment. It can be triggered by just about anything – a sprained back, neck injury, serious infection, pulled muscle, arthritis, even organically in the absence of any past injury or evidence of body damage.

Simple to Use

The hand-held devices are designed with simplicity in mind to go everywhere and anywhere. Employing the latest digital technology, these devices are highly innovative and yet very simple with multiple modes of treatment. In addition, all HiDow devices are Medical Class II FDA 510k approved.

Extremely Effective

The advanced microchip sends out multiple preset electrical, therapeutic, electronic waves through electrodes. These therapeutic electronic waves use deep tissue pain relief techniques and various muscle movements. The result is less muscle tension and improved physical performance. Although the rate and degree of response varies by individual, many users report experiencing positive results after just 10-20 minutes of use. Since there are no drugs or chemicals involved, HiDow muscle stimulators are safe for long-term use and may be utilized while on medication(s).

Enhanced Muscle Performance

The HiDow electric muscle stimulation (E.M.S.) qualities also sends electric pulses to nerve fibers to create involuntary muscle contractions, maximizing muscle efforts and boosting physical performance. HiDow electronic muscle stimulators feature multiple combinations of bioelectrical signals with variable frequencies and offer realistic traditional Chinese massage sensations and acupuncture technology. As muscles de-sensitize themselves to a particular impulse, the sensation can easily be changed.

PRODUCTS & BENEFITS

HiDow's state-of-the-art, hands-free, multi-functional devices are remarkable pain-fighting machines, combining electrotherapy technologies similar to T.E.N.S. (Transcutaneous Electrical Nerve Stimulator) with the muscle stimulation improvement boosting power of an E.M.S. (Electronic Muscle Stimulator). The bioelectrical impulses target and stimulate muscles with soothing tapping, kneading and grabbing sensations.

T.E.N.S. & E.M.S WORK SIMULTANEOUSLY

The first device to combine the relief of a T.E.N.S. unit with the performance booster of an E.M.S. They stimulate healthy muscles, improving and facilitating their performance. As a result, they also:

- *Relax muscle spasms
- *Increase blood circulation
- *Break up lactic acid
- *Increase range of motion
- *Prevent disease atrophy
- *Help support damaged ligaments
- *Stimulate inactive muscle fiber
- *Re-educate muscles



RECOVERY UP TO 32% FASTER
STRENGTHEN MUSCLES
IMPROVE MUSCLE FUNCTIONALITY
INCREASE CIRCULATION
STRENGTHEN JOINTS

PRODUCTS



PRO TOUCH
(min order of 24)



MICRO
(min order of 36)



XPD
(min order of 36)



XPDS
(min order of 36)



WIRELESS 49
(min order of 24)



RECEIVER
(min order of 5)



LOWER BACK PAD
(min order of 20)



SMALL PADS
(min order of 20)



LARGE PADS
(min order of 20)



XL PADS
(min order of 20)



EAR CLIP
(min order of 10)



WIRES
(min order of 10)



X-WIRE
(min order of 10)



BELTS
(min order of 10)



GLOVES & SOCKS
(min order of 10)



ELBOW
(min order of 8)



FOOT
(min order of 10)



WRIST
(min order of 10)



NECK
(min order of 10)



SHOES
(min order of 24)



SHOULDER
(min order of 5)



KNEE
(min order of 10)



ARMLET
(min order of 10)



CONDUCTOR SPRAY
(min order of 24)



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