



HiDow

Company Profile



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





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Executive Summary

Chronic pain disorder is here to stay. Every year, more than one million Americans with aching backs, stiff necks, throbbing feet and burning muscles live with the burdensome effects of chronic pain, day in and day out. The vast majority actively seeks relief.

Now, thanks to the visionary strategy of Hi-Dow International, that relief may be as close as a customer's local specialty retail store. Hi-Dow is a manufacturer and wholesaler for portable, hands-free devices that combine T.E.N.S. (Transcutaneous Electrical Nerve Stimulation) with E.M.S. (Electrical Muscle Stimulation). No other device on the market combines the pain relief of T.E.N.S. with the muscle performance boosting of E.M.S.

T.E.N.S. therapy is not new and certainly not unproven. Since arriving on the scene in the late 1960s, it has been prescribed by doctors, physical therapists, pain management clinics and personal trainers. But problems abounded. Units were bulky, costly— frequently exceeding \$1,000 — and were only available by prescription.

At Hi-Dow, we asked ourselves: what if hand-held TENS therapy devices were available over the counter at specialty retail locations, with a streamlined modern look and the ability to be easily transported to the gym, to the club, or wherever anyone happens to be traveling? What if they were priced affordably with ample room for a significant profit margin and an aggressive marketing strategy that included on-site demonstrations, major product breakthroughs and awareness-building campaigns? Lastly, what if we could also activate muscle fiber and enhance performance efficiency by adding E.M.S. benefits?

The result is a real game-changer in the marketplace: portable Hi-Dow electronic stimulators, designed with simplicity and value in mind. No other company today is more poised for continuing breakout success, with its finger clearly on the “pulse” of the market





As fast as you run, We Will Run With You



Breadth 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 one-quarter of Americans age 20 years or over — 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 for a solution to mitigate or 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 USD 3,185.5 billion 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.

Hi-Dow 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



Product and Benefits

Hi-Dow'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.

The first device to combine the relief of a T.E.N.S. unit with the performance booster of an E.M.S.

T.E.N.S. devices interrupt pain signals to the brain, creating that comforting feeling of relief. Only devices that provide relief from pain associated with sore and aching muscles due to strain from exercise or normal household work activities can be marketed as T.E.N.S.

EMS units go a step further. They stimulate healthy muscles, improving and facilitating their performance. As a result, they also:

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





The concept is simple. Soothing pulses intercept pain signals before they reach the brain, stimulating the production of endorphins. These natural painkillers relax muscles and increase blood flow to wash away inflammatory toxins. In addition, muscles are stimulated and performance is improved. With re-usable and self-adhesive silicon electrode gel pads and adjustable timer, each unit offers manifold benefits:



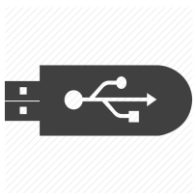
Fast Acting

Although the rate and degree of response varies by individual, many users report experiencing positive results after just 10-20 minutes of use.



No Side Effects

All Hi-Down devices are Medical Class II FDA 510k cleared . Since there are no drugs or chemicals involved, Hi-Down muscle stimulators are safe for long-term use and may be utilized while on medications.



Portable and Convenient

About the size of a smart phone, the pocket-size devices enable the individual to conveniently receive treatment from just about anywhere, anytime.



Cost Effective

These devices are available at a fraction of the cost of a repeated comparable service, such as a visit to a chiropractor, massage therapist, or acupuncturist. Customers can attain pain relief in the comfort of their own home, time and time again.



Customized

Hi-Dow electronic muscle simulators 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.



Simple To Use

Devices are designed with simplicity in mind – even those with multiple modes of treatment. Employing the latest digital technology, these devices are highly innovative and yet very simple to use with virtually no learning curve.



Empowering

The Hi-Dow muscle stimulators place control of one's health and well-being into the hands of the pain sufferer in safe and effective ways.



Effective

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.



Enhanced Muscle Performance

The Hi-Dow electric muscle stimulation (E.M.S.) qualities also sends electronic pulses to nerve fibers to create involuntary muscle contractions, maximizing muscle efforts and boosting performance.

As a result, it also delivers the promise of safely supercharging workouts without spending more time in the gym or on the track.





HiDew

HiDew
Dedicated to Pain-Free Living



The Story Begins...



The Story Begins...

The Hi-Dow story began in 1997, when its founder first used a TENS 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 Hi Down electronic stimulator, it was ready to promote in 2002. Quickly, the buzz spread through trade shows, spas and salons, health stores and in the offices of chiropractors and physicians.

The portable devices also were showcased in shopping centers throughout the Las Vegas area and began attracting the attention and imagination of retailers and their customers.

And now we're ready for the next chapter.

Today we are a leading manufacturer and wholesale distributor, conducting business globally, with offices in every continent (except for Antarctica).

Sales have increased an average of 25 to 30 percent per year with no end in sight.

It is important to note that since we own our factory, there are no middlemen, enabling us to control supply, cost and quality control. Major product breakthroughs are on the horizon and the future looks dazzlingly bright.

Hi-Dow Snapshot At A Glance

Worldwide distributor: 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+

2016 sales revenues: (fill in) | 2016 number of units sold: (fill in)



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



Sponsorships

H-Dow continues to pursue sponsorship opportunities that are in alignment with our goal of providing pain relief to individuals who suffer with chronic and acute body aches and stiffness through affordable, portable electronic stimulators.

We are corporate sponsors of the following events:

Rock N Roll Marathon Series | Europa Games | FIT Expo | Southern Women's Show | Green Festival

Additionally, we are corporate affiliates and partners with organizations such as AEG.





HiDOW
Dedicated to Pain-Free Living

Marketing Strategy

With decades of experience, innovation at the forefront and an amplified marketing staff to deliver the message, Hi-Dow is positioned for breakthrough success.

Everything that's needed to grow our company exponentially is already in place.

Franchise Benefits Without the Franchise Fee

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

Extensive & Interactive Success-Building Training

Hi-Dow excels as a specialty retail product offering an "oooh" and "aaah" producing demo. When retailers come on board, the free massage demo process, muscle disorder terminology, the science behind the pulses and the secrets to upselling, are all reviewed extensively at the retailer's location or at a Hi-Dow location, or through customized training symposiums.

In addition, a comprehensive and easy-to-follow training video empowers Hi-Dow distributors to train current employees and new hires in best techniques, rigorously developed by our national sales trainers.

Social Media Outreach

Hi-Dow, in collaboration with our affiliate and cooperate partners, is 100 percent committed to helping and educating the market on how to deal with pain. Additionally, we are dedicated to supporting community residents in avoiding other potential health problems, which range from obesity and diabetes to high blood pressure and ensuing lack of energy and depression.



Together with our affiliates, we provide weekly and bi-weekly blog posts and videos on far-reaching topics such as nutrition, physical fitness, diet, and wellness and well-being. We are also active on all social media channels, such as Facebook, Twitter and YouTube, and sends regular emails highlighting special offers, new products and industry updates.

Promotional Literature

Hi-Dow's marketing and project manager and talented team are creating brochures, flyers and other materials to ensure that retailers and their customers understand the dynamics of Hi-Dow and how to best achieve pain relief through proper and consistent usage.

Distinctive Yet Simple Packaging

A first impression means everything. Hi-Dow devices come in clean and compact boxes that convey a modern, state-of-the-art image right from the start.

All of us at Hi-Dow 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 explode, not only from chronic and acute pain sufferers but also from "weekend warriors" and fitness enthusiasts. We are primed to meet this burgeoning demand with products that are fast becoming the marketplace gold standard and are capturing the attention of retailers and customers alike.



As a growth-oriented and visionary company, we are continually expanding our range of retail opportunities to build visibility and maximize sales. Our products are currently offered at chain stores, big box retail stores, tourist attraction locations, and trade shows and exhibitions.

You know it and so do we: customized stand-alone displays provide that “wow” factor and quickly capture the attention of impulse buyers. We offer a distinctive free-standing display, which includes a TV monitor featuring a compelling “soundless” promotional video.

Elevate your tourist attraction to the next level by offering your visitors the chance to rejuvenate and unwind with oxygen bars and aqua massage beds.



Aqua Massage beds have enjoyed phenomenal success in 280 shopping malls throughout the United States. They attract an enthusiastic and steady clientele by providing a memorable and unique experience that engages, relaxes and invigorates. Both shoppers and passer-bys enjoy an energizing massage that leaves them feeling alert, refreshed, full of energy and good will... and ready to purchase therapeutic products as gifts or for home use.






Oxygen Bars are highly refreshing pick-me-ups that induce a feeling of euphoria, eliminate shoppers' fatigue, jet lag and hangovers, and encourage prospective customers to linger just a little bit longer. Different aromatic scents, customized to the shopper's preference, may be added. The normal atmospheric oxygen content is 20.9%; Oxygen Bar guests are charged \$1 USD per minute for 15 minutes to inhale an increased oxygen percentage of through a nasal cannula. Once rejuvenated, customers are primed to consider and purchase Hi-Dow products.

If there's one way to attract customers who are ready and eager to purchase, it's visual merchandising. An attractive display is a great way to present our brand and convey and communicate who we are. We offer an attention-capturing display, a 10' x 10' booth that takes 15-20 minutes to assemble — all fitting into a sturdy hard plastic box on wheels.

The Hi-Dow brand is hot, the fitness market is soaring, and demand is sky high. Now's the time to hitch your wagon to our star and open your own Hi-Dow retail franchise. We stand behind you all the way, with surging brand strength, world-class training, dedicated support and tools, a powerful national marketing campaign and more. Our contemporary, fresh, and beautifully-appointed stores are designed to attract customers by the droves.





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