

A Doctor on a Mission

Rapid Rhino® Products Are Available in a Range of Sizes and Configurations to Tackle All of Your Epistaxis Needs

This quarter, Dr. Murphy is packing up for his second trip to northern Ghana taking with him a large supply of Rapid Rhino product in his bag. Practicing at The Tamale Regional Teaching Hospital, a government-financed hospital, there are no specialists and no equipment, making medical resources very limited for Dr. Murphy.

Being close to the Sahara Desert, the climate in northern Ghana is hot and dry. Rhinoscleroma and epistaxis patients are prevalent and therefore need acute medical care. Because of Rapid Rhino's ability to quickly control epistaxis in minutes, Dr. Murphy feels well equipped to tackle the tough challenges that lie ahead in Ghana.

In this extreme environment, Dr. Murphy needs a product that is simple to use, is quick, and effective. Rapid Rhino provides just that. So why does Dr. Murphy hold these products in high regard? "Rapid Rhino is quick and effective, easy to insert, and comfortable for patients so they can breathe easier with the packs in place. Because of the high frequency of anticoagulation among the elderly population, epistaxis is common, and fortunately Rapid Rhino products are the solution to these life threatening epistaxis events."



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"I just wanted to let you know that the very morning your sample of the Rapid Rhino arrived here we had an emergency with a severe arterial nose bleed that would not stop. I gave the doctor and RN on call the sample which they used on the patient. They had great results from it. The patient reported to us that the otolaryngologist told her she would have died before arriving at the larger hospital (75 miles from here) if we had not had your Rapid Rhino. Thank you for the great timing."

Judy Myran
CS/Purchasing
Richardton Memorial Hospital & Health Ctr.
Richardton, ND

Tackle that Nightmare Epistaxis Emergency With Rapid Rhino!

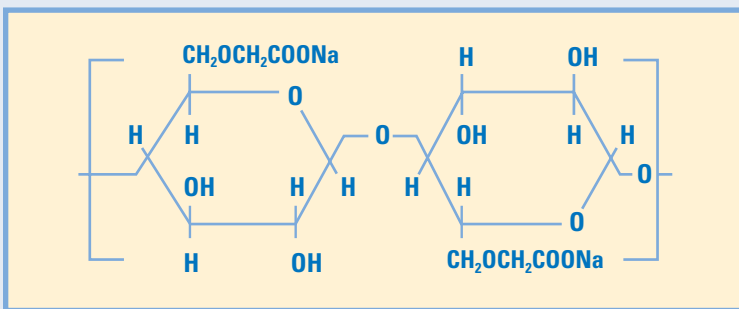
Control Epistaxis in Minutes

Let's face it — Epistaxis events are never fun to deal with. But thanks to Rapid Rhino's unique Carboxymethylcellulose (CMC) base, you can stop Epistaxis dead in its tracks, while offering greater patient comfort at both insertion and removal.

What is CMC?

- Highly absorbent hydrocolloid-polymer polysaccharide
- Hydrocolloid material forms a gel that, when hydrated, absorbs up to 20 times its weight in water

Unlike the other products out there which simply act as sponges to soak up blood, Rapid Rhino's hemostatic benefits control bleeding via platelet aggregation — a great help for those patients on anticoagulants.



Rapid Rhino Tackles Epistaxis!

- Cuff will conform to nasal anatomy and provide gentle tamponade
- Has an ultra low profile and is self lubricating
- Provides platelet aggregation and is delivered directly to the wound site by a gentle pillow of air
- Provides for unsurpassed ease of insertion and removal, minimizing rebleeds, and will not stick to new clots upon removal

Rapid Rhino products are available in a range of sizes and configurations to tackle all of your Epistaxis needs -- including anterior, posterior, non-inflatable, bilateral, and airway versions. To order your Rapid Rhino Epistaxis solution, call today at 1-800-797-6520.



Rapid Rhino Products Are Available in a Range of Sizes:

Catalog no.	Epistaxis solution	Size	Units per box
	Rapid Rhino Anterior Device Ultra low profile provides for unsurpassed ease of insertion		
450	for small anatomy/pediatrics	4.5cm	10
550	for anterior adult epistaxis	5.5cm	10
551	for COPD patients (Airway included)	5.5cm	10
	Rapid Rhino Posterior/Anterior Device Cuff will conform to nasal anatomy and provide gentle tamponade		
750	for challenging posterior and anterior epistaxis	7.5cm	10
751	for posterior and anterior epistaxis including COPD patients (Airway included)	7.5cm	10
	Rapid-Pac™ Non-Inflatable Device No Cuff; Alternative to cold cautery or PVA sponge		
530	non-inflatables for anterior epistaxis	5.5cm	10
	Rapid Rhino Bilateral Device Offers simultaneous inflation via single Pilot Cuff		
552	for anterior/bilateral epistaxis ideal for counter packing	5.5cm	10
555	for anterior/bilateral epistaxis (Airway included)	5.5cm	10
752	for anterior/posterior epistaxis	7.5cm	10
755	for anterior/posterior epistaxis (Airway included)	7.5cm	10



Rapid Rhino Storage Tackle Box

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YES! I'd like to receive the following FREE Rapid Rhino products and services:

- Product presentation at your monthly meeting
- New storage tackle box for your Rapid Rhino products (shown above)
- In-Service meeting for your doctors and staff to ensure proper usage
- FREE sample of Rapid Rhino for evaluation

Name _____

Business _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

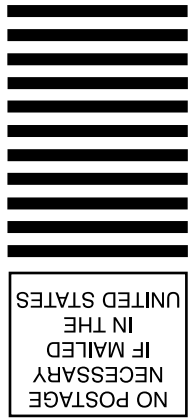
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Rapid Rhino®

To receive the following FREE products and services, please check all the items you are interested in:

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800.348.8929 ext. 6242



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Clinical Summary

Rapid Rhino: A New Pneumatic Nasal Tamponade for Posterior Epistaxis

Otolaryngol HNS. 2005 Jan;132(1):152-5 Gudziol V, Mewes T, Mann WJ.

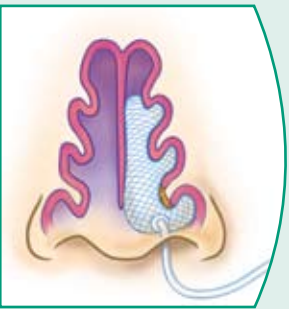
The efficiency of Rapid Rhino was compared with a choanal balloon tamponade in a prospective randomized study in patients with posterior epistaxis. The Rapid Rhino tamponade was used on the affected side only and nasal ventilation of the contralateral side was possible. Because of the successful use of the Rapid Rhino tamponade in most of the patients, epistaxis could be controlled without bilateral obstruction of nasal respiration. Rapid Rhino was evaluated to be less painful by the patients than choanal balloon tamponade.



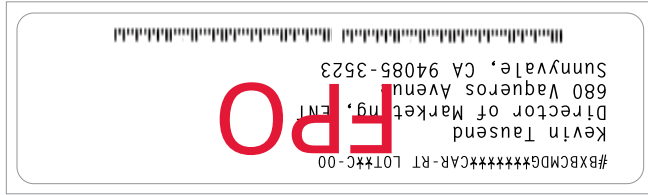
Randomized Controlled Trial Comparing MeroCel and RapidRhino Packing in the Management of Anterior Epistaxis

Clin Otolaryngol. 2005 Aug; 30(4):333-7 Badran K, Malik TH, Belloso A, Timms MS.

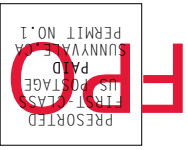
The efficacy of MeroCel and RapidRhino nasal packs in the treatment of anterior epistaxis was conducted in 52 patients with anterior epistaxis refractory to digital pressure or nasal cautery. The patients were randomized to treatment using one or other of the nasal packs. For bleeding, the mean values for MeroCel and RapidRhino during packing and after pack removal were not significant. RapidRhino and MeroCel were found to be equally effective in the control of anterior epistaxis but RapidRhino was significantly more comfortable for the patient and easier for the healthcare worker during insertion and removal.



- Thank You for Your Continuing Support!**
- Detroit Receiving Hospital, Detroit, MI
 - Parkland Hospital of Dallas, Dallas, TX
 - LSU Shreveport, Shreveport, LA
 - Presbyterian Hospital of Denton, Denton, TX
 - OU Medical Center, Oklahoma City, OK



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Emerging Trends

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Rapid Rhino