



What is Meridian Stress Assessment?

Meridian Stress Assessment (MSA) is a method of assessing energy imbalances in the body based on electrical impedance measurements taken at specific acupuncture points. This measurement can provide the practitioner with information on potential issues in specific areas of the body.

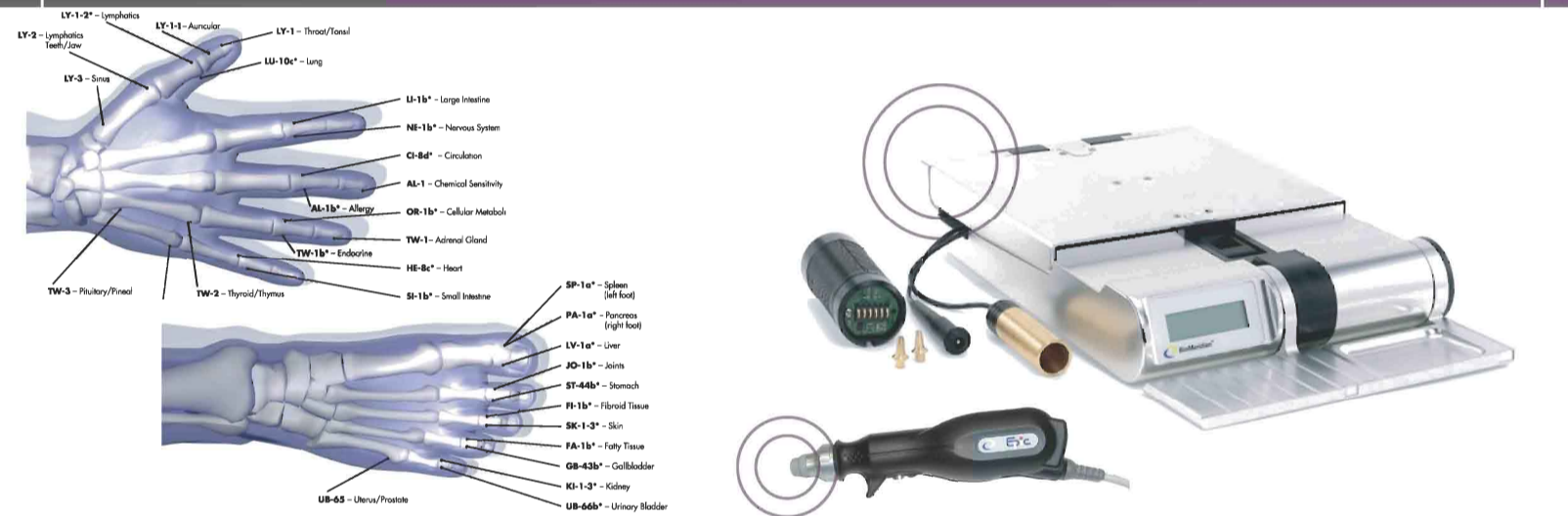
The actual MSA process is completed by applying a small electrical current to the specific acu-point and creating a circuit by having the patient hold a brass handmass. A scale of 0-100, which was invented by Dr. Voll, is still used to assess the electrical response of the point, with Voll noting that a reading of 50 is ideal, above 50 indicating stress or inflammation, and below 50 indicating weakness or degeneration.

How is this system different from traditional EAV?

The Bio-Rep software does not rely on traditional EAV testing mechanisms, such as electromagnetic frequencies, but it utilizes hundreds of MSA profiles to assist the practitioner in interpreting the MSA testing results. These profiles quickly assess the data gathered during testing to provide the best interpretation of the data for the practitioner.

The Bio-Rep software is an amazing tool for practitioners. However, in order for Bio-Rep to be effective, accurate data must be obtained from testing. Many practitioners still struggle with the difficulties in achieving accurate and repeatable results with the traditional EAV stylus. The release of the revolutionary EPIC stylus gave practitioners the first accurate and repeatable

BIO REPORTORIZATION



Once the measurement is completed, the results from each acu-point are stored and presented to the practitioner in multiple formats, including individual meridian scores as well as a 2-D profile plotted on the six-phase Table.



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testing methodology in over 50 years. The EPIC delivers a fully automated point testing system that produces accurate and repeatable results. Point testing has traditionally been difficult due to the necessity of manually controlling multiple variables such as initial pressure, rate of pressure (applied), optimal pressure determination, and maintenance of pressure, which can dramatically effect results. The automated Epic makes point testing easier, more accurate, and it can be learned in days instead of months.

The combination of Bio-ReportORIZATION, the MSAS Professional, and the Epic delivers a turnkey assessment tool for today's leading practitioners.

The manufacturer of the device, BioMeridian Inc., is registered with the FDA, and the MSAS Professional is listed under a 510 (K) as a class IIa medical device legal for use and sale in the United States. In addition, the MSAS Professional has received CE mark approval for the European Union.

Twenty minutes to the Optimal Remedies

Featuring the products of Heel USA, Inc.™

Bio-Reportorization?

What is Bio-Reportorization?

Bio-Reportorization is a fast, accurate, and objective profiling tool that assists a practitioner in identifying the optimal protocol for each patient in just 20 minutes.

This revolutionary profiling tool provides the practitioner with objective patient data that assists in determining what major systems and organs of the body are stressed or weakened and the overall phase progression of the body - essentially a "real-time" phase chart. This information, including area of focus input by the practitioner, is combined and analyzed to provide detailed assistance in identifying the appropriate products.

Bio-Reportorization is designed to support the practitioner in delivering long-term benefits to patients by quickly identifying areas of potential concern and then assisting the practitioner in identifying a solution. Bio-Reportorization's strength lies in its ability to efficiently combine multiple sources of patient information and present that information to the practitioner in a simple, effective, and easy to use format.

Simple Steps Five

1 Information regarding points related to the body's major systems and organs is obtained by performing a Meridian Stress Assessment (MSA) on 60 key points on the hands and feet and recording the electrical impedance at each point.

Time: 15 Minutes

2 Once the meridian testing is complete, the software analyzes the meridian data against a library of "meridian profiles" correlating to each specific system, organ, and phase.

Time: 1 Minute

How does it work?

What are the benefits?

Ease of Use — Entire process can be learned and implemented quickly; testing can be done by you or a technician.

Product Accuracy — No Guesswork! Finely tuned product recommendations are based on multiple sources of patient information and analysis.

Dramatic Revenue Opportunity — Patients will enjoy the customized testing as you enjoy the potential of increased revenue from services and supplement sales.

Maximize Time — Entire testing process can be completed in under 20 minutes!

Objective Measurement — Track patient's meridian progress by monitoring each individual point as well as monitoring overall chart progression.

Patient Results — Bio-Reportorization is the premier tool for assisting you in optimizing the products that you give to your patients.

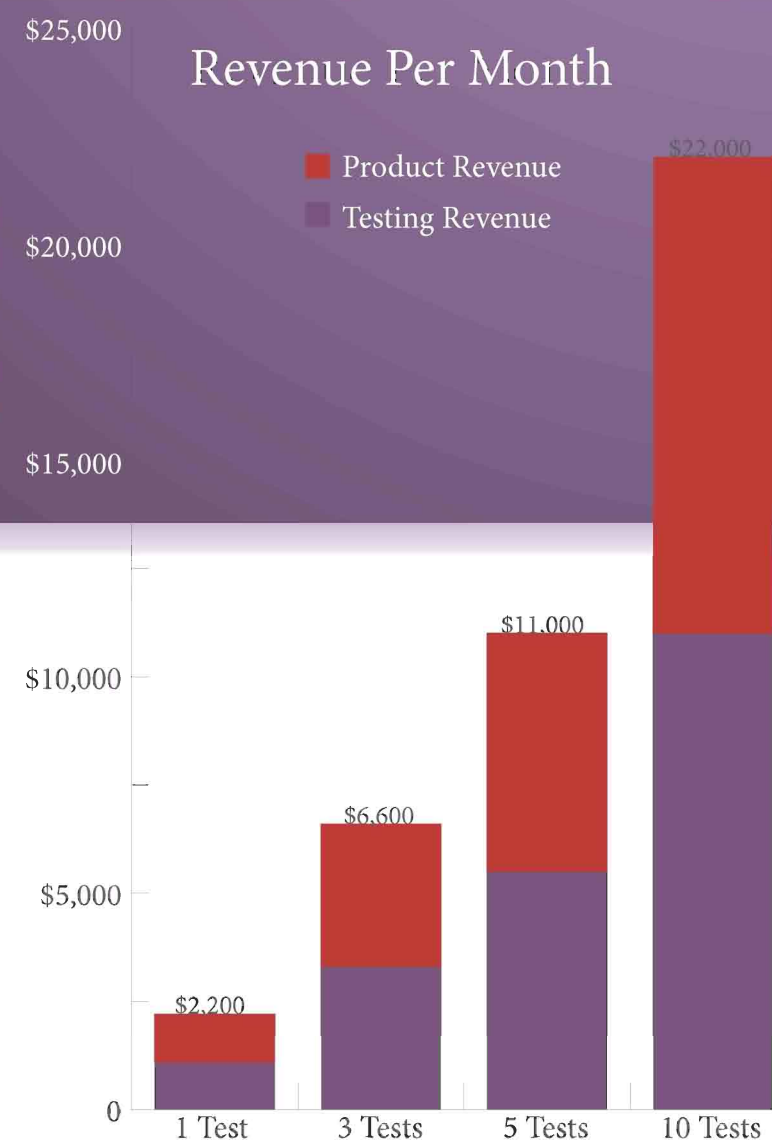
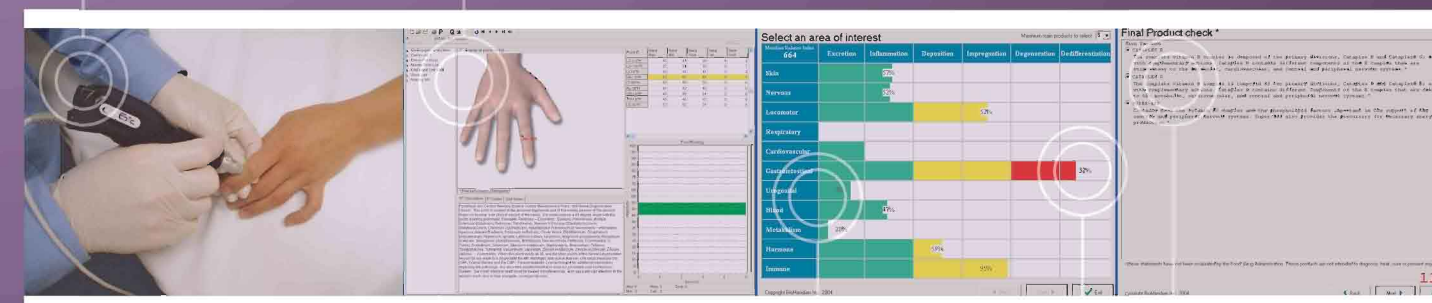


Chart assumes \$50 average revenue per test, \$50 average product revenue per test, and an average of 22 testing days per month.



3 Phase profiling then provides the practitioner with a graphical representation of the patient's meridians within the six phase Chart. The practitioner evaluates the data and chooses the area in which they would like to focus.

Time: 1 Minute

4 Once a phase box has been selected by the practitioner, the software will analyze all available data and provide detailed product recommendations including primary, secondary, and phase remedies.

Time: 2 Minutes

5 The final step is the listing of products, based on all information, that optimize the profile of the patient. This revolutionary process combines MSA testing, initial profile determination, and clinical application to provide the practitioner with exceptional information for determining the optimal nutritional protocol.

Time: 1 Minute

Total Time: 20 Minutes