

New Technology Medical Device Writing Samples

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**The formal name of the company / medical device was changed to New Technology in these documents.

Celebrity Endorsement Short Infomercial Script

“Celebrity Endorser” Introduces the New Proprietary Technology Solution

“Celebrity Endorser” New Proprietary Technology: Intro Video 2

Location: Home Page of Website, not longer than 2 minutes 40 seconds- edit to fit time.

Hi, I’m “Celebrity Endorser”, wife, mother, actress, author, passionate health advocate and pioneer (pause) and I’m a breast cancer survivor.

I am always on the lookout for ways to improve our lives- to live longer, to look our best and most of all– to stay healthy. I am passionate about sharing information to help you live your life to the fullest. That is why I am so excited to share with you the New Technology Scanner. This amazing new product with cutting edge technology will enable women to have a more comprehensive monthly Self-Breast Exam, safely and in the privacy of her own home.

We all know that we should be doing our own tactile monthly breast checks to keep our breasts healthy.

We want to do our best for early detection of disease and be proactive in our own health with exercise, eating right, and doing regular physical checkups. The challenge is remembering exactly what we feel from month to month and knowing if there is a change that we need to be concerned about.

The New Technology Scanner will help women throughout the world to get a more thorough monthly self-breast exam. It will turn your breast self-exam into an New Technology Exam™ through digital imaging technology. This will help you to both see and feel for changes in your breast health in between annual visits to your physician.

You use the New Technology Scanner to perform a digitally enhanced breast self-examination in nearly the same way that you currently perform your monthly breast self-examination with one important difference. Now have a tool that allows you to take images of your breast and look for change. The New Proprietary Technology sees what your fingers alone can't detect.

Imagine being able to use a small hand-held device as part of your monthly breast self-examination routine that would help you to map out your breast and see subtle changes before they have a chance to become large tumors.

The New Proprietary Technology will help you perform a more thorough monthly self-breast exam. It will allow you to feel for irregularities within your own breast, look for any changes and then turn what you both see and feel into digital images using breakthrough technology. This will allow you to then save the images to your private portal in the New Proprietary Technology Community, where you can securely store your information, gain feedback, and forward it on to your physician.

You will be empowered with information that puts breast health into the palm of your own hands while bringing the advanced technology of the New Proprietary Technology (our revolutionary FDA approved technology) to women everywhere.

Women, like us, are empowered by knowledge and want to live our lives to our full potential. We want to be in control of our own health, and we want answers. We are embracing our power and fighting back as warriors against disease. In the times that we live in, technology has enhanced our lives in ways that no one could have imagined possible.

**** For Immediate Release ****

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New Breast Health Technology Leads the Way in Protecting Women's Health While Lowering Breast Cancer Risk

Location | Date-

Contact: Company Owner Name
New Breast Health Technology

Introducing a simple monitoring system that provides a safe, effective, low-cost breast health diagnostic tool, is easy to use and provides a way of tracking subtle changes in breast tissue, even before a woman could feel it through a traditional monthly breast self-exam.

San Diego California, September, 2013: New Breast Health Technologies is changing the approach to breast health and monitoring through non-invasive early detection by introducing advanced technology in a small hand-held device that would allow individual users to map out their own breast and see subtle changes before they have a chance to become large tumors.

The patent pending New Breast Health Technology System allows breast health to be personally monitored in the privacy of the user's home, without risk of radiation or the high cost associated with traditional screening methods. The Eclipse serves as a personalized digital monitoring system that supplements existing breast exam protocols and enables early detection of breast cancer with the aim of reducing cancer mortality and improving the quality of life.

The advantage of the New Breast Health Technology enhanced breast self-exam system over traditional BSE is that it records real-time comparative digital images allowing the user to proactively track changes on a regular basis.

The New Technology

1. Provides users with a digital record that can be interpreted and transferred to a physician.
2. Supplies instant results; women no longer have to wait for the unknown.
3. Allows women to see digital images of what they feel, giving a better picture of their breast health.

New Breast Health Technology's innovative solutions toward breast cancer intervention will ultimately help many thousands of women around the world and change the way breast health is managed now and in the future.

Information on this breakthrough technology can be found at:

<https://www.indiegogo.com/projects/eclipse-the-first-smart-digital-self-breast-exam-device#/>

Personal Touch Technology

One key area in the fight against breast cancer is through early detection and treatment. We are here to develop the technology that will allow women to have a “see and treat” system that will become much like a routine doctor visit. Imagine a future where we will see where a tumor occurs and will be able to have it “zapped” away instantly and return immediately to their daily routine.

Our Mission is simple: “New Technology” is here to serve you by developing the technology that you can use to put your breast health into your own hands. Everything we do is founded on one thing: Caring. We care about women and we care about proactively helping them to maintain a healthy lifestyle.

Our innovative solutions toward breast cancer intervention will ultimately help many thousands of women around the world and change the way we manage breast health in the future.

We desire to deliver innovative solutions that improve in style and usability over time, as we receive valuable feedback from our “New Technology” Community members and as new breakthrough technologies become available.

We want to help you take control of your health now and to grow with you into the future as a trusted, economical and reliable long-term solution.

A Message from the Founder

For over thirty years, I have seen the power of innovation first-hand. As the principal innovator on projects ranging from the medical to motion picture industries, I have had the privilege to be part of the development of some truly amazing technologies. My work on many groundbreaking projects has forged my ability to come up with simple, highly innovative solutions where others have failed. This professional experience and rich network of associates have paved the way for an exciting and pioneering new company, (Name of Company)Technologies™.

As a husband and father, I am driven to empower my wife and daughter against breast cancer. As a friend and colleague to those that have been affected by this disease, I have a strong sense of mission. My passion for design and innovation, coupled with my track record for successes, has allowed me to embark on the development of this very important project, and I have great confidence that we will ultimately help solve an important part of this growing problem and save many lives.

-Ken W.

“New Technology” ... I Love You

What is the “New Technology”?

The “New Technology” system is a family of digitally enhanced tools that improve the effectiveness of breast self-exams, and allows breast health to be personally monitored in the privacy of your own home, without risk of radiation and without the high cost associated with traditional screening methods.

The “New Technology” Solution

Getting started today on your breast health in the privacy and comfort of your own home is our goal in keeping you healthy.

The “New Technology” is a simple, digital monitoring device that helps record change, providing a new alternative in noninvasive imaging technology which uses an (proprietary) means for imaging breast tissue in a safe, comfortable manner.

The technology behind the “New Technology” digitally enhanced breast self examination is incredible. It is safe and effective and is designed for use by individual women, in the privacy of their own homes.

The “New Technology” is attractively designed to fit comfortably in the palm of your hand, putting you in control of proactively monitoring your own breast health, and accurately tracing month to month changes.

The “New Technology” works by giving you accurate, individual information that allows you to monitor your own breast health. Ultimately the “New Technology” will make completing your monthly BSE as simple as taking your blood pressure with a digital home blood pressure monitor.

The technology works similarly to the traditional tactile breast self-exam performed by an individual or her doctor, but collects the data using an innovative handheld sensor, placing non-invasive breast health technology at your fingertips.

What “New Technology” Does

The “New Technology”

1. Provides you with a digital record that can be interpreted and transferred instantly to your physician.
2. Gives instant results, you no longer have to wait for the unknown.
3. Allows you to see what you feel, giving you instantly a better picture of your breast health.

How “New Technology” Works

The “New Technology” is 5 times more sensitive than the human fingertips. It’s safe and easy to use with breakthrough technology that converts tactile data into digital images through the ergonomically designed hand held sensor.

The “New Technology” works by giving you accurate, individual information that allows you to monitor your own breast health. Ultimately the “New Technology” will make completing your monthly BSE as simple as taking your blood pressure with a digital home blood pressure monitor.

“New Technology” Benefits

The “New Technology” puts you in control of proactively monitoring your own breast health, and accurately tracing month to month changes.

The best part is that “New Technology” is not invasive, radiation free, highly reliable and can be used regularly at a fraction of the cost other imaging technologies.

The “New Technology” System has been developed to exacting industry standards with submission of the “New Technology” for FDA approval currently a top priority. The “New Technology” will be available as early as Spring of 2013 as a low-cost, completely safe and effective hand held Breast Self Examination device that will change the way women manage their own breast health and allow for the earliest possible detection of possible problems.

(Click prompt for Additional Information)

(Additional Information)

“New Technology”, Inc. ™ is changing the way we approach breast health and monitoring for changes through non-invasive early detection that you control, right at your fingertips.

We are pioneering paths for personal-use Enhanced Breast Self Examination™ technology that allows you to monitor your own breast health, clearly see any changes and report them to your doctor for treatment.

Our development process uses the expertise of skilled inventors and scientists whose experience draws upon 1,000 years of scientific discovery and upon the leading-edge research of our exclusive scientific development team, Advanced Human Sensor Technologies, who have access to the most sophisticated technological breakthroughs of our time.

The “New Technology” is currently being submitted for FDA approval. The FDA has a daunting job to keep the public safe and we are working with them to make sure we meet and exceed the utmost standards. We anticipate that this life changing technology will be available in Spring of 2013 as a completely safe and effective hand held Enhanced Breast Self Examination™ device.

“New Technology 1” Training Device Available Now

We’re starting out with the “New Technology 1” is a simple, breast self exam training tool that can allow a woman to see the irregularities on a model breast, feel them with her fingers, as though she were feeling her own breast, and then turn what she both sees and feels in the model breast into digital images using breakthrough technology. This will help a woman to then perform her own tactile exam while knowing what changes to look for.

This Non-FDA regulated tool provides a visual (and tactile) training aid that when used in conjunction with traditional breast self exam training platforms that allows women to see pressure points and subtle changes in simulated breast tissue that they may or may not otherwise feel. It helps a woman get an additional point of reference both visually and tactically to better understand and chart what they are feeling.

The “New Technology 1” will help you perform a more thorough monthly self-breast exam. It will allow you to see the irregularities on a model breast, feel them with your fingers, as though you were feeling your own breast, and then turn what you both see and feel in the model breast into digital images using breakthrough technology. This will help you to then perform your own tactile exam while knowing what changes to look for.

You can then visualize graphically the areas of concern that you feel beneath the simulated breast surface with their fingertips. This visual reference point can help determine the location, size and depth of tumor-like substances in a way that is similar to what can be found during an actual breast self examination.

When you purchase the “New Technology 1”, you are becoming part of the “New Technology” Community, where you will provide feedback on your experiences in using the “New Technology” training tool in improving your own monthly breast self exams. You will be in a select group of women, empowered with information that puts breast health into the palm of your own hands while bringing the advanced technology of the “New Technology” to women everywhere.