



SNUG VEST™

Media Kit 2015

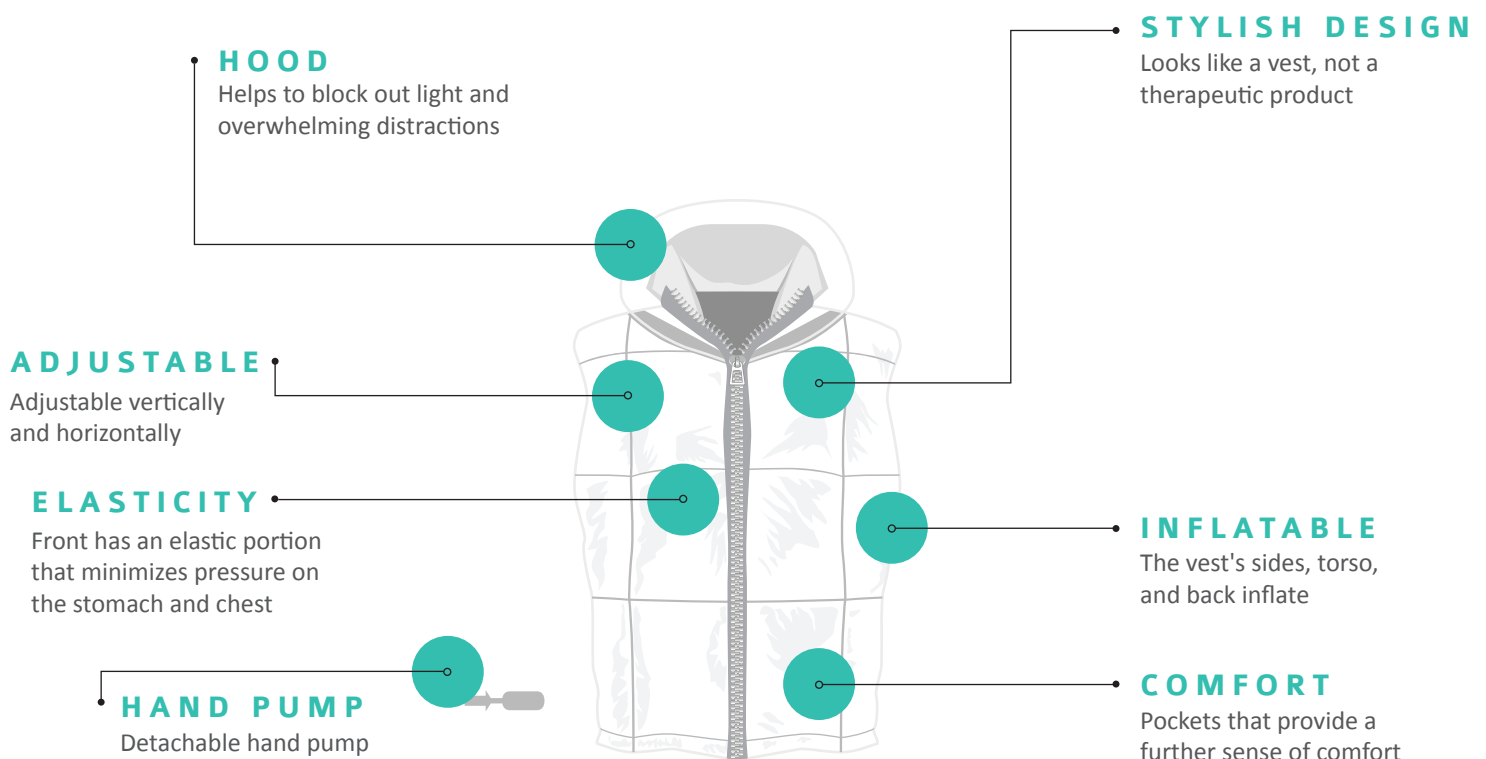
SNUG VEST™

Snug Vest™ is an inflatable vest that provides anxiety relief through a clinical method called deep pressure therapy. It is especially effective for individuals managing autism, high levels of stress, or sensory processing disorders. Its innovative design simulates a comforting hug, a proven method of decreasing anxiety and increasing concentration and awareness. It is used by, and available to, occupational therapists, teachers, adults, and children around the world.

Snug Vest™ is a convenient and simple technology made easy for the wearer. The wearer is able to manually inflate the vest to achieve a desired level of pressure across the back and torso. Self-control plays a large role in fostering independence by allowing the wearer to have control over when and where the therapy is applied. Plus, Snug Vest ensures safety and avoids habituation by allowing the wearer to vary the pressure at his/her own accord.

Families and occupational therapists have praised Snug Vest™ for its smart design and fashion-friendly focus. The inconspicuous design encourages individuals to wear it in the classroom, at the grocery store and around their community without being stigmatized. It is adjustable to grow with the user, and is easy to put on and remove, although it is not necessary to do so between pressure sessions.

Since its commercialization in 2013, the product has been listed as a finalist for the Medical Design Excellence Award (2014), awarded the Red Dot Product Design award in the life science and medicine category (2014), and given a community award by Autism Speaks (2011).



DEEP PRESSURE THERAPY

What is deep pressure therapy?

Deep pressure therapy is a therapeutic treatment that families managing autism will often turn to. It involves applying surface pressure to the body in order to induce feelings of calmness or relaxation. It is a similar sensation to that of being firmly hugged; and helps to regulate the sensory system.

HOW DOES IT HELP?

Calming an over stimulated sensory system can help individuals in concrete, meaningful ways. The most noticeable benefits include a decrease in feelings of anxiety, a reduction in the number of tantrums/meltdowns experienced, less self-injury behaviours, and a decrease in repetitive body movement. These small shifts in behavior can help individuals focus on daily tasks, socialize more easily, or get the most out of therapy sessions.

How is it administered?

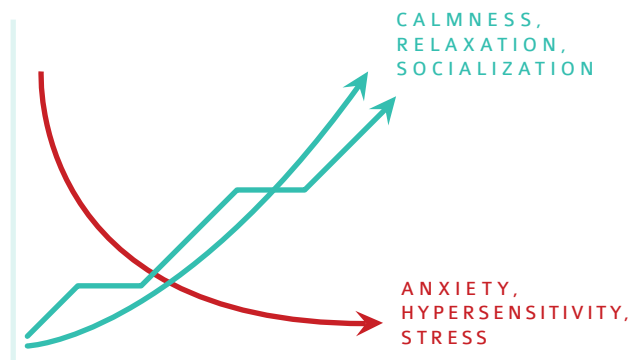
Traditionally, deep pressure therapy was administered by rolling individuals up tightly in blankets, mats, or cushions, or by having them wear weighted vests for short periods of time. These applications have well-documented benefits but also have some challenges. Applying deep pressure with blankets or cushions may be possible only in private spaces, while weighted vests can be constricting and dangerous for everyday wear.

Snug Vest offers a smart alternative to some of the shortcomings of conventional deep pressure therapy methods. By providing evenly distributed pressure to the torso without putting pressure on the stomach or chest, it can calm and relax its wearer. Snug Vest is self-adjustable, stylish and discreet, which means more independence and mobility for the wearer.

WHO IS IT FOR?

Deep pressure therapy sessions can be an effective treatment option for individuals managing different forms of sensory processing disorders including:

- Autism
- Anxiety/Stress
- Attention Deficit Disorder (ADD)
- Post Traumatic Stress Disorder (PTSD)
- Fetal Alcohol Syndrome
- Traumatic Brain Injury
- Asperger Syndrome



FOUNDER & PRESIDENT



Lisa Fraser

Lisa Fraser, 27 is the Founder and President of Snug Vest, and has received numerous awards for her entrepreneurship and product design.

For eight years, Lisa Fraser spent her time in classrooms working with children on the autism spectrum. She noticed during meltdowns that some children sought pressure on their bodies to relax, and significantly calmed down with firm hugs. Upon further research, she gathered this behavior fell under a method of therapy called deep pressure therapy, widely used for managing autism, sensory disorders and ADHD.

This realization inspired Lisa to create Snug Vest as part of a medical product design course at Emily Carr University. The therapeutic product would mimic the feeling of a firm hug in a safe and user-friendly manner allowing the wearer to manually control the amount of pressure received, while promoting independence and avoiding stigmatism from peers.

Lisa holds an industrial design degree from Emily Carr University, and now spends her time running Wearable Therapeutics Inc., a company focused on improving the quality of life of individuals with sensory processing disorders including autism, attention deficit disorder, and high levels of stress/anxiety. She has also launched Inside the Spectrum: Interviews with Autism Thought Leaders, an interview series that gives families newly diagnosed with autism access to educational information.

Lisa has won numerous international awards including the Red Dot Product Design Award, and a BC Business "Top 30 Under 30" award. She has received coverage in well-known media outlets including The Globe and Mail, Forbes, Global BC, and CBC's Dragons' Den.



Forbes



MEET DANNY



Danny and his Snug Vest

Danny is a teenage boy in California who loves the Chicago Red Bulls, and who happens to be living with autism and a sensory disorder. Danny's father used to give him firm hugs every morning to get rid of the stress that would cause unpredictable behaviour. According to his dad, when he does not receive pressure "he is prone to meltdowns and socially unacceptable behaviour." When his dad dropped him off at school he would remind him to stay calm, but they both knew that the morning's compression session of firm hugs was only a temporary fix.

To continue the compression at school, Danny sometimes wore a tight women's leather jacket in the classroom. Other times he would leave the classroom so that no one would see him use blood pressure cuffs to put pressure on his wrists and arms. He was embarrassed about it, but required the pressure to concentrate and learn, so had no choice but to use these non-disguisable tactics.

Danny was the first teen to receive a Snug Vest. Danny can easily inflate the vest himself with the attachable hand pump and adjust the pressure to the exact amount he needs. The pressure is evenly and safely distributed to his sides, shoulders, and back of the torso and avoids constricting the stomach and chest. Plus he feels great wearing it in front of his peers because it looks so cool.

Upon receiving his Snug Vest, Danny's dad explained, "it calms him down, it comforts him. It's very fast acting. He pumps it up and he feels good. And unlike medication, it doesn't have any side effects. It's wearable therapy!"

Not only is Danny's quality of life better, it has improved it for his entire family. A few weeks after receiving his Snug Vest, Danny's family went out for dinner. Danny often finds the transition into different environments a challenge, and wore his Snug Vest to help him. After dinner, his sister said, "dinner out was the best ever!" Turns out she wasn't referring to the food or the restaurant; she was saying that Danny's behaviour had been perfect.





KIDS

- S
- M
- L

ADULT

- S
- M
- L



WHAT IS AUTISM

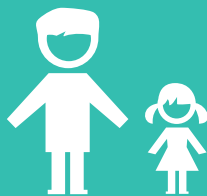
Autism and autism spectrum disorder are both general terms for a group of complex disorders of brain development. These disorders are characterized, in varying degrees, by difficulties in social interaction, verbal and nonverbal communication and repetitive behaviors.

They include autistic disorder (sometimes referred to as "classic autism"), Rett syndrome, childhood disintegrative disorder, pervasive developmental disorder-not otherwise specified, and Asperger syndrome. Autism spectrum disorder can be associated with intellectual disability, difficulties in motor coordination and attention and physical health issues including sleep and gastrointestinal disturbances.

HOW COMMON IS AUTISM?

- Autism is the fastest-growing developmental disorder in the United States
- In the past 40 years there has been a ten-fold increase in prevalence of American children on the autism spectrum
- Autism spectrum disorder is estimated to affect more than 2 million individuals in the U.S. and tens of millions worldwide
- There is currently no medical detection for autism
- There is no established explanation for its continued increase

DID YOU KNOW?



An estimated 1 out of 42 boys and 1 in 189 girls are diagnosed with autism in the U.S.

1/68

children are affected by autism



Autism costs a family
\$60,000
a year on average



There is currently

NO

medical detection
for autism



Prevalence rates have increased
10 to 17% annually in recent years

