

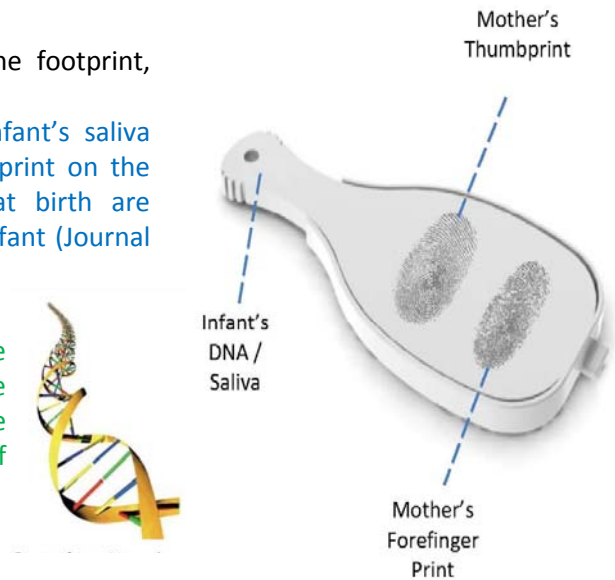
The Infant 'Identi'fier™

THE NEW BIOMETRIC SAFETY TOOL FOR PARENTS OF NEWBORN AND ADOPTED INFANTS.

Question: What does the infant identifier do that the footprint, photograph or wristband will not provide?

Answer: The dual-ended 'Identi'fier™ captures the infant's saliva (DNA and scent) on one end and the mother's fingerprint on the other. Unfortunately the infant footprints taken at birth are generally useless and unable to properly identify the infant (Journal of Pediatrics) and pictures of newborns often look alike.

By using two completely unique biometric traits (the infant DNA and the mother's fingerprint) it will link the mother to the child, eliminating any doubt of parentage even after the wrist bands are cut off at the time of discharge.



Question: Hospitals worldwide have infant security policies. Why are additional biometric identification measures needed?

Answer: Disturbing trends have been reported in the increase of nonfamily infant abductions from non healthcare facilities. In fact, infant abductions from private homes and public places have actually increased (American Journal Nursing 2008).

The Infant 'Identi'fier™ provides parents the peace of mind knowing that they now have a means of proving (from the DNA) that the newborn that has just been delivered is the child that they will raise as their own. This will lessen the fear of 'switched at birth' scenario. It is an extra measure of security while in the hospital and a powerful tool for when the infant leaves the hospital.

Question: How is the Infant 'Identi'fier™ used?

Answer: The whole infant identification process is done in front of the mother and takes about 2 min to do. The Infant 'Identi'fier™ requires no ink products as the mother's thumbprint is embedded or cast into the thermoplastic material. It requires no special storage or systematic filing, further reducing the chance of "mix-up" errors.

The parents are then given the Infant 'Identi'fier™ in a double sealed plastic security bag, provided in the 'Identi'fier™ kit, and instructed to keep the bag in a safe place (dark drawer or box) with the hopes that it will never need to be used.



PLEASE CONTACT YOUR REGIONAL SOLE DISTRIBUTOR:

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