The KVP Cura™ System

PULSED ELECTROMAGNETIC FIELD (PEMF) TREATMENT SYSTEM

The KVP Cura™ system uses pulsed electromagnetic field (PEMF) technology and provides effective therapy for a variety of ailments by reducing pain and increasing blood flow. KVP Cura™ increases metabolism, blood flow, and lymphatic flow by using PEMF to accelerate the exchange of positive and negative ions through the cell membranes of an animal’s body.

Coming Up:

- PEMF BASICS
- FDA APPROVALS
- HOW PEMF WORKS
- THE KVP CURA™ SOLUTION
- PRODUCT DETAILS

Visit us at www.KVPvet.com for more information.
The KVP Cura System is designed for use with dogs who experience:

- Hip displaysia
- Spinal arthritis
- Joint pain or discomfort
- Inflammation or swelling of the joint
PEMF BASICS

**Benefits of PEMF**

- Reduced Inflammation & Pain
- Increased Blood Flow
- Improvement in Joint Function
- Improved Quality of Life
- Long-term Soft Tissue Repair
- Reduced Pharmaceutical Dependence
Mechanisms of Action

- PEMF transmitted into soft tissue at 27.12 MHz
- Increased O\textsuperscript{2}\textsuperscript{-} distribution
- PEMF induces a healthy cellular voltage potential
- Increased flow of Ca\textsuperscript{2+} and other ions across the cell wall
- Formation of NO, Nitric Oxide
PEMF has undergone thousands of clinical trials and has been FDA approved for the following:

- **1979**: FDA approved for the healing of nonunion fractures.
- **1998**: FDA approved for urinary incontinence and muscle stimulation.
- **2004**: FDA approved for cervical fusion patients at high-risk of non-fusion.
- **2006**: FDA approved for treatment of depression and anxiety.
- **2011**: FDA approved PEMF for treatment of brain cancer.
How Does PEMF Work?

The mechanics of PEMF therapy are relatively simple: a frequency is administered directly to a site, which triggers the release of nitric oxide, reducing inflammation and increasing healthy blood flow. How does this happen? PEMF targets health on a cellular level, penetrating the body to affect muscles and bones by increasing the healthy flow of ions across the cell wall.

One of the primary mechanisms of action of PEMF technology is its influence on ions, such as Calcium, at a cellular level. The interior of a cell typically has a charge of -0.07 V, relative to its surrounding membrane. Positive ions are drawn into the cell by this negative voltage. Pulsed electromagnetic fields facilitate the flow of ions across the cell wall by normalizing the voltage potential in both healthy and unhealthy cells, helping them to function normally and repair themselves.
The KVP Cura™ Solution

The KVP Cura™ Patch is the strongest and longest lasting wearable PEMF device for small animals. While the frequency of PEMF therapy is the same, the KVP Cura™ Patch has a deeper penetration and longer treatment time than competitive products. The fit and functionality of the KVP Cura™ Garment means treatment can be administered any time, for comfort and more dependable application.

While the leading competitor requires the patient to remain still while treatment is administered, the KVP Cura™ system allows patients to move freely. Our patented technology enables our PEMF therapy to penetrate two times further – covering every patient, from mice to mastiffs. Additionally, the KVP Cura™ system is rechargeable, delivering up to 900 hours of treatment.

<table>
<thead>
<tr>
<th>Leading Competitor</th>
<th>The KVP Cura™ System</th>
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<tbody>
<tr>
<td>Patient must remain still during treatment</td>
<td>Patient is freely mobile during treatment</td>
</tr>
<tr>
<td>Effective depth of 5 - 6 in</td>
<td>Effective depth of 9 - 10 in</td>
</tr>
<tr>
<td>Unit life: 37.5 hours of treatment time</td>
<td>Unit life: up to 900 hours of treatment time</td>
</tr>
<tr>
<td>Not rechargeable</td>
<td>Rechargeable (up to 300 cycles)</td>
</tr>
<tr>
<td>Costs more per unit</td>
<td>Costs less per unit (1 patch)</td>
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The KVP Cura™ Patch can be paired with a variety of garments including the KVP Hip Dysplasia Garment and the KVP Back Bracer™.

KVP Cura™ features Velcro® across the entire underside of the patch for easy attachment to these and many other garments.

Comfortable Treatment & Versatile Application
**KVP Cura™ Patch**

<table>
<thead>
<tr>
<th>ITEM #</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>CURA-P1</td>
<td>KVP Cura™ Patch - 1 Pack</td>
</tr>
<tr>
<td>CURA-P2</td>
<td>KVP Cura™ Patch - 2 Pack</td>
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**KVP Cura™ Hip Dysplasia Garment**

<table>
<thead>
<tr>
<th>ITEM #</th>
<th>SIZE</th>
<th>WAIST CIRC.</th>
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<tbody>
<tr>
<td>CURA-HDS</td>
<td>S</td>
<td>10” - 19”</td>
</tr>
<tr>
<td>CURA-HDM</td>
<td>M</td>
<td>17” - 27”</td>
</tr>
<tr>
<td>CURA-HDL</td>
<td>L</td>
<td>23” - 33”</td>
</tr>
<tr>
<td>CURA-HDXL</td>
<td>XL</td>
<td>27” - 37”</td>
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**WAIST CIRCUMFERENCE:**
Measured around the narrowest point of the pet’s waist, behind the ribs.