



# MMJ Labs

PERSONAL PAIN CONTROL SOLUTIONS

Improve Comfort  
Improve Adherence



# Buzzy

DRUG FREE PAIN RELIEF®

Amy Baxter MD CEO [abaxter@mmjlabs.com](mailto:abaxter@mmjlabs.com)

Invented by a physician, FDA Cleared Class I  
Buzzy has provided Drug Free Pain Relief for  
over 31,462,500 needle procedures



# HOW BUZZY WORKS

Patients attach an ice pack behind Buzzy or LadyBuzz vibration unit

The device is placed, held, or strapped where the medication will go for 30 seconds for less painful meds (GH, insulin) to 2 minutes (biologics, low pH, viscous)

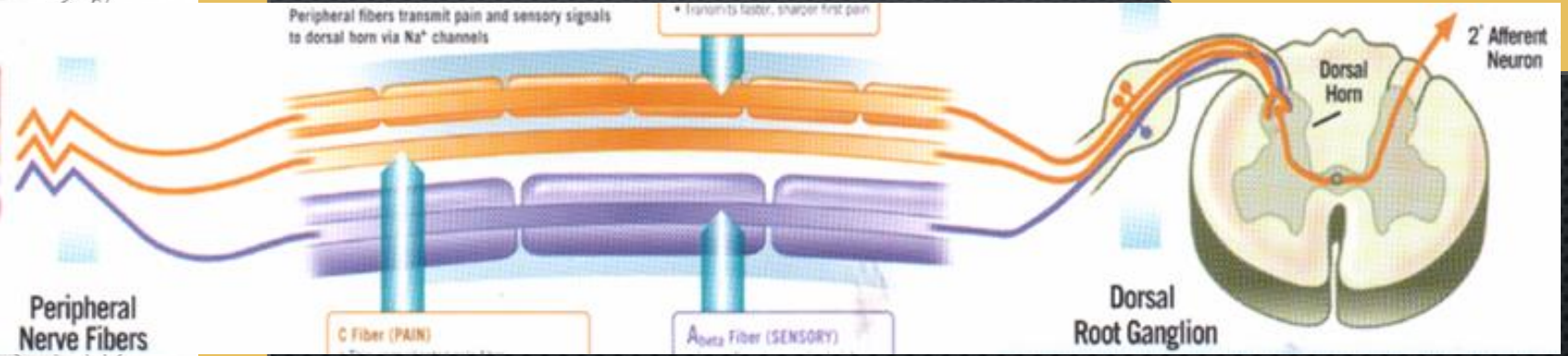
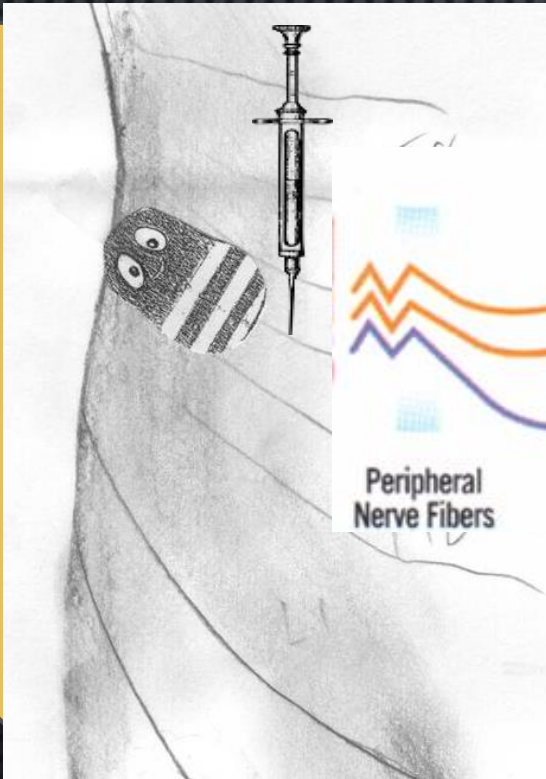
The device is then moved “between the brain and the pain” about 2-3cm, and remains in place with cold and vibration blocking pain during the injection and after if site reaction pain persists.



# WHY BUZZY WORKS

Sharp pain nerves, vibration nerves, and temperature nerves run together in bands from skin to the spinal cord

In the spinal cord motion, cold, and pain become one impulse that is sent to the brain



Just like running a burn under cold water, or rubbing a bumped elbow, **Buzzy's vibration and cold overwhelm sharp and stinging pain.**

# WHAT PERCENT OF YOUR PATIENTS NEED BUZZY: NEEDLE ANXIETY BY BIRTH YEAR + SITE REACTION%

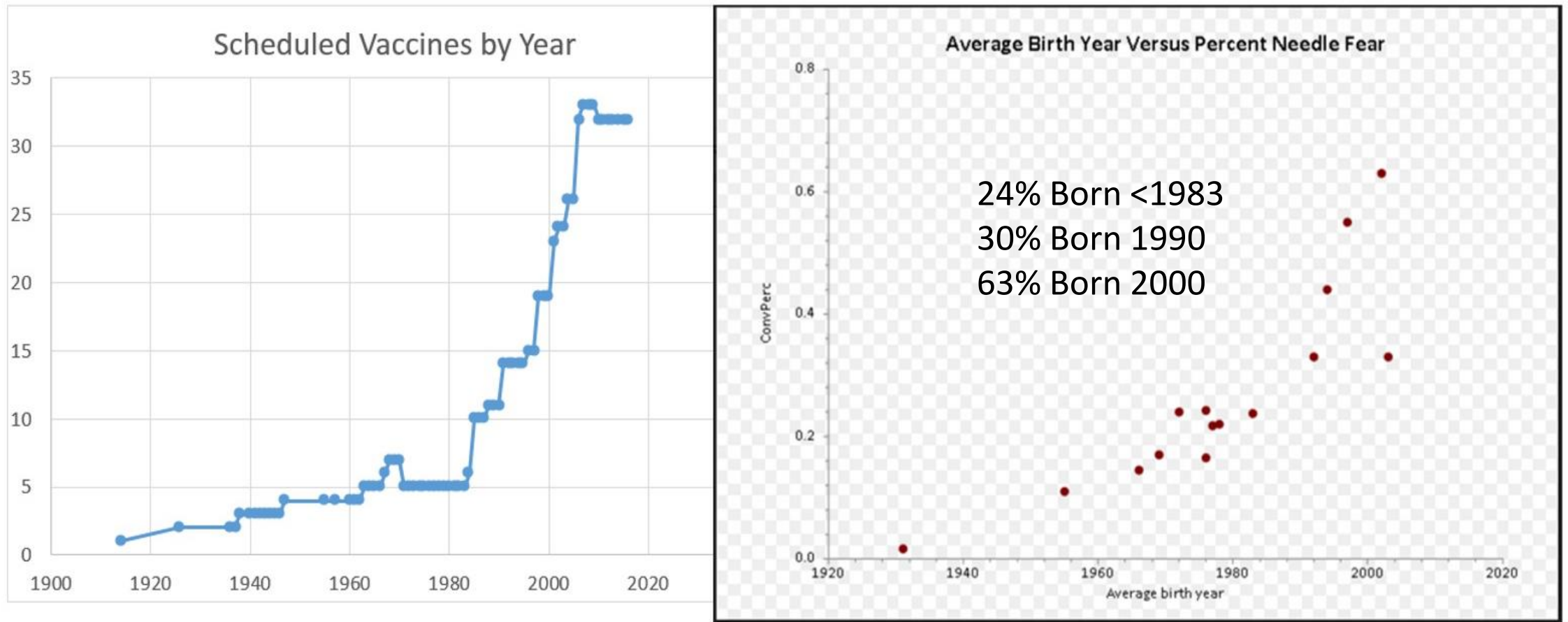


Fig. 1 Scheduled vaccines by year in the USA (cdc.gov, Eliot J 1955) compared to reported needle fear in 18 studies from 1958 – 2015. Of 8459 subjects, 36% were under the age of 18, and average birth year ranged from 1931 to 2003. ©2016 Baxter AL info@mmjlabs.com

# DOES BUZZY WORK?

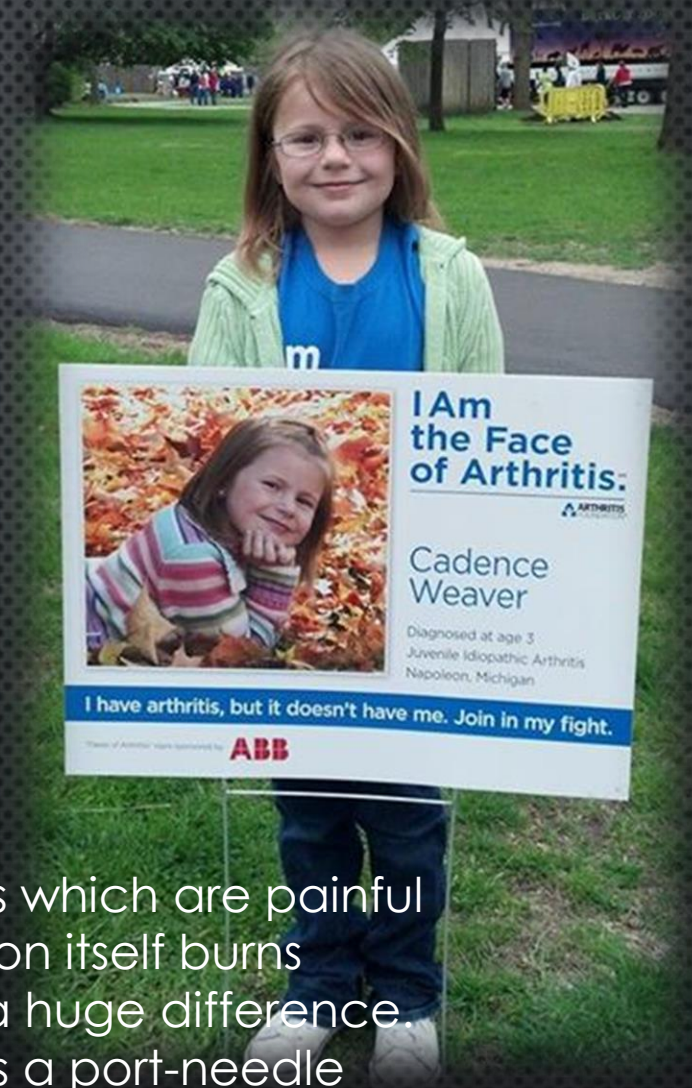
"I do glutathione and other youth-providing serum injections to adults and not all of them are good at tolerating needle pricks. Buzzy really helps." Mae Luna RN

- FDA 510K CLEARED TO CONTROL INJECTION PAIN
- OVER 29 INDEPENDENT CLINICAL TRIALS PUBLISHED OR IN PROGRESS – ALL RCTs SHOW **STATISTICALLY SIGNIFICANT PAIN RELIEF**

**"It's a lifesaver! I had terrible needle phobia. Thanks to Buzzy, I was able to take Victoza. My A1C went from an 8.0 (terrible) to a 7.2. I feel great and my doctor is happy. I would never have been able to do it without Buzzy."**

**Janet M. 7/14/2014**

"My daughter requires twice a day subcutaneous injections which are painful even with Buzzy (the medication itself burns when injected)! Buzzy makes a huge difference. Once a week she also requires a port-needle change and a Subcutaneous injection of another med. I do not know what we would do without Buzzy!! He is a lifesaver!" Kimberly H.





# How Can Buzzy Grow Your Revenue?

20,000 patients  
on weekly med

X

35% Nonadherent  
delaying one day every week

X

6.4 missed doses/year

=

44,800 doses x  
\$100/dose LOST = **\$4.48M**

**\$4.48M** - 7000 Buzzy (\$280K)

=

**\$4.2M ROI**

$(\#Patients) \times (\% nonadherent) \times [(doses/year) - (doses/nonadherent)] \times Revenue/dose = \text{Lost Revenue}$   
 $\#Patients \times \$40/Buzzy = \text{Cost}$        $ROI = \text{Lost revenue} - \text{Buzzy cost}$

# How Does Buzzy Improve Adherence?

IV Pain ↓ 80%, IM Pain ↓ 75%

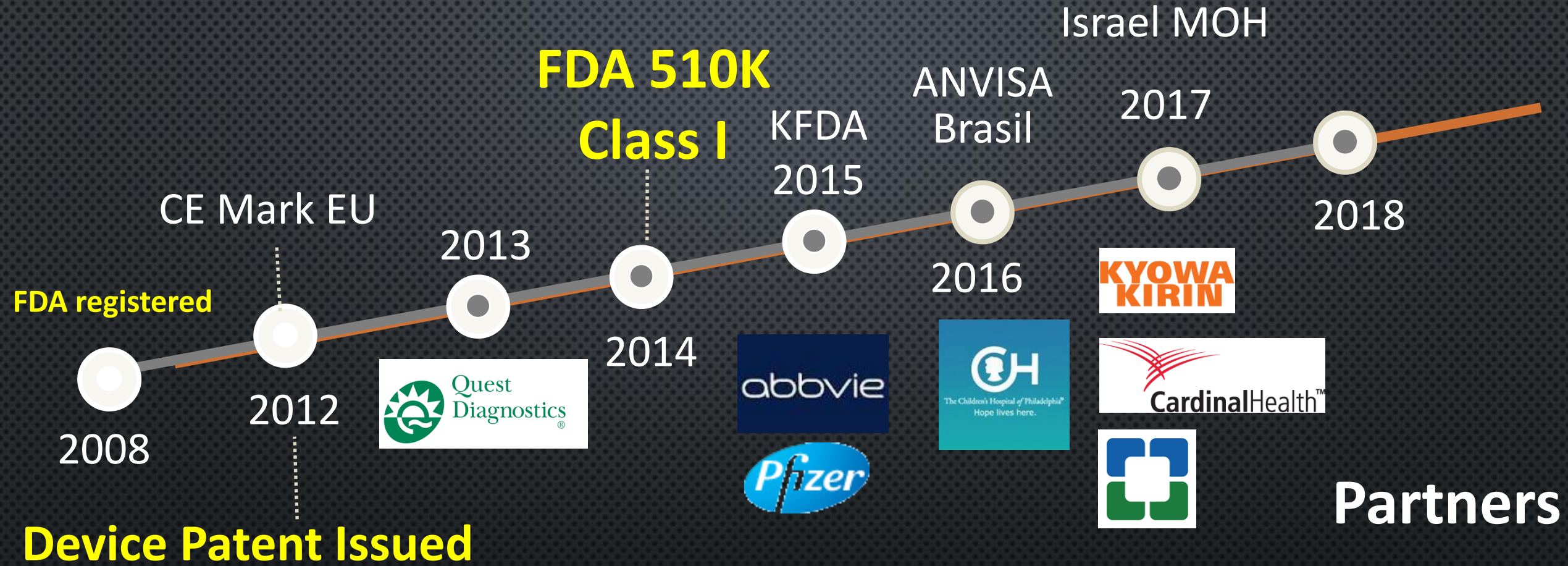
Needle Anxiety ↓ 50%

**Adherence** ↑ – “It was found that the Buzzy® and Lignocaine together were sufficient to manage their injections and over time reduce their fear. The [nonadherent] ward clinic was closed [6 months later] as the children no longer required such high level support. 43% of adults surveyed still used Buzzy 6 months later.”

Russell K, Nicholson R, Naidu R. Reducing the pain of intramuscular benzathine penicillin injections J Paediatr Child Health. 2014 Feb;50(2):112-7.



# Regulatory



# HOW TO GET BUZZY TO YOUR PATIENTS

- REBATE COUPON (OTC COST \$39.95)
- PATIENT SUPPORT PORTAL – TO ASSIST PATIENTS WITH FEAR/PAIN OR DIFFICULTY TAKING AT HOME
- MEDICAL UNIT \$100 – TRAIN MD
- PROVIDE TO HOME HEALTH SERVICING PATIENTS
- USE IN CLINICAL TRIALS TO KEEP COMBINATION PRODUCT OPTION OPEN
- CONTACT [INFO@MMJLABS.COM](mailto:INFO@MMJLABS.COM)