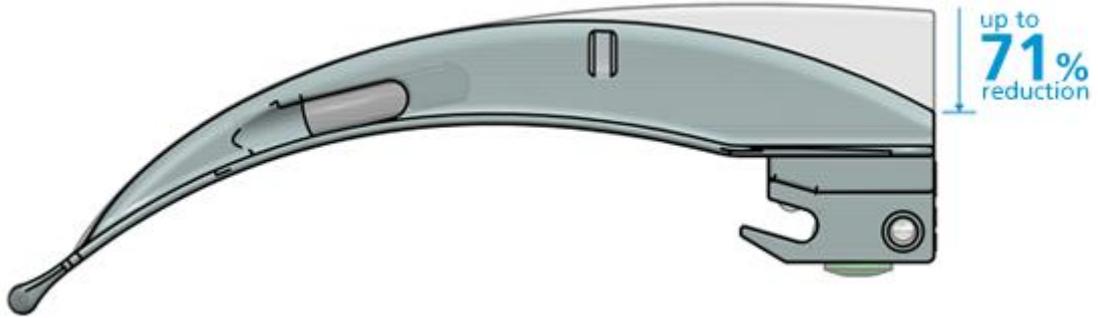




Damage to teeth, gums, or dentures is the most common complication of direct laryngoscopy and the leading reason of anaesthesia related insurance claims. In addition to cosmetic disfigurement and discomfort, the patient is put at risk from profuse bleeding and pulmonary complications if dislodged teeth or fragments enter the airway.

Using the teeth as a fulcrum point for the laryngoscope is most common cause of damage. Patients with a difficult airway are over 20 times more likely to suffer dental trauma¹.

Flexicare's innovative solution is to reduce the shoulder height of the Macintosh BriteBlade Pro™ blades by up to 71%. This new Ultra Low Profile design is less likely to contact the patient's teeth, reducing the risk of dental damage, and improves visualisation of the vocal cords, even during a difficult intubation.



This major advance in Patient Care and Safety means the Ultra Low Profile Pro™ blade offers a fantastic opportunity to take market share and grow sales.

Part numbers remain unchanged from the original BriteBlade Pro™ blades to avoid any difficulties with existing contracts or product registrations

The roll-out of the new Ultra Low Profile blades will begin with Mac 3 (040-713), with manufacturing of the full size range starting during April.

Following the hugely successful introduction of BritePro Solo, the launch of the new Ultra Low Profile Pro blade design will firmly establish Flexicare as a leader in direct laryngoscopy.

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¹ Newland MC, Ellis SJ, Reed Peters K, et al. Dental injury associated with anaesthesia: a report of 161,687 anaesthetics given over 14 years. J Clin Anesth 2007; 19: 339–45.



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