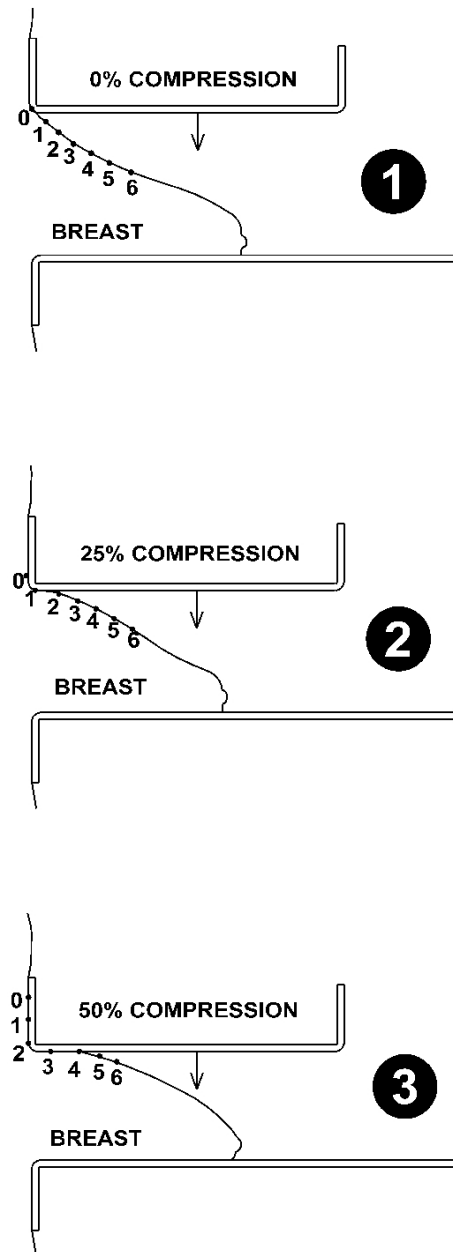


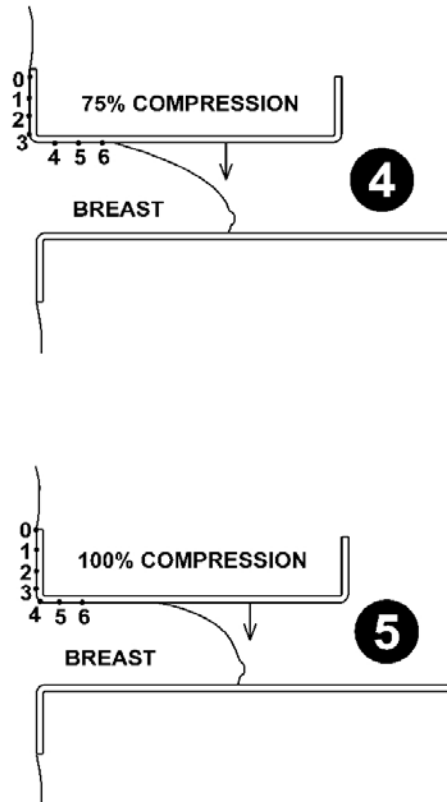
WHY DOES A MAMMOGRAM HURT?



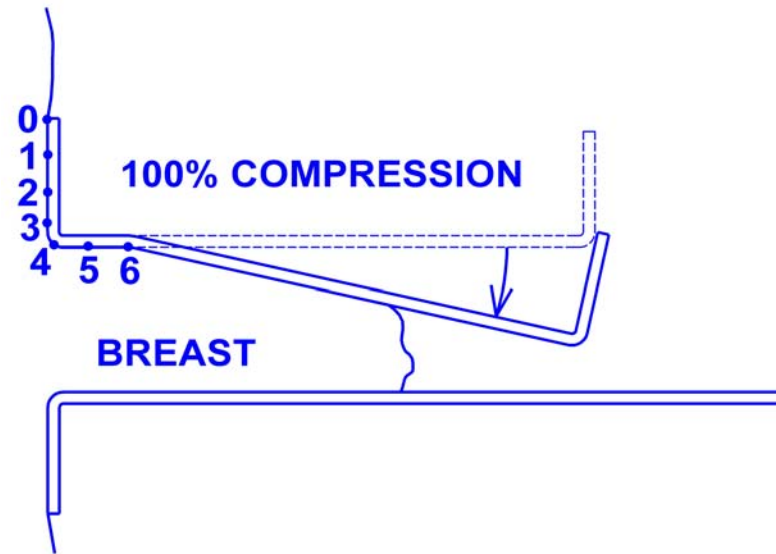
WITH A STANDARD FLAT PADDLE, THERE IS A "THRESHOLD LIMIT" TO COMPRESSION WITHOUT STRETCHING OR TEARING OF TISSUE AT THE CHEST WALL.

TO OBTAIN SUCCESSFUL ANTERIOR BREAST TISSUE COMPRESSION THE PADDLE MUST BE BROUGHT LOWER, WHICH EXCEEDS THE THRESHOLD LIMIT. THIS STRETCHING AND TEARING OF TISSUE IS A MAJOR CONTRIBUTOR TO THE PAIN OF MAMMOGRAPHY.

IF ANTERIOR BREAST TISSUE IS NOT EFFECTIVELY COMPRESSED, AN INFERIOR MAMMOGRAPHY IMAGE WILL BE OBTAINED.



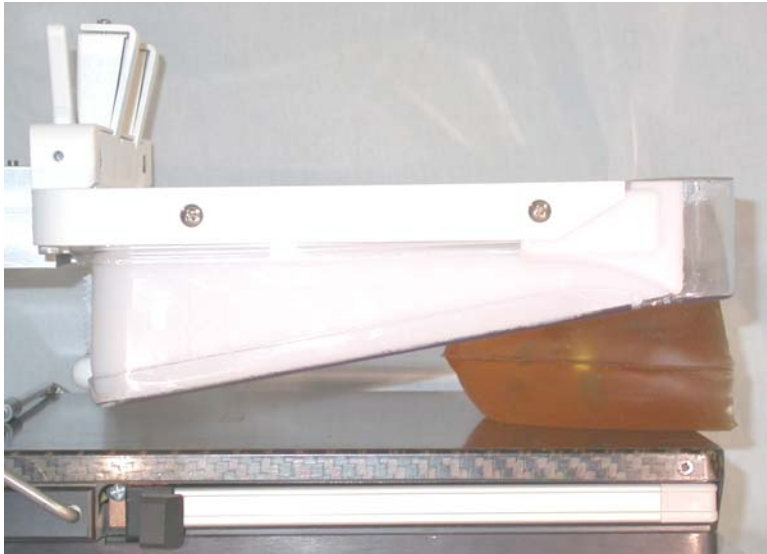
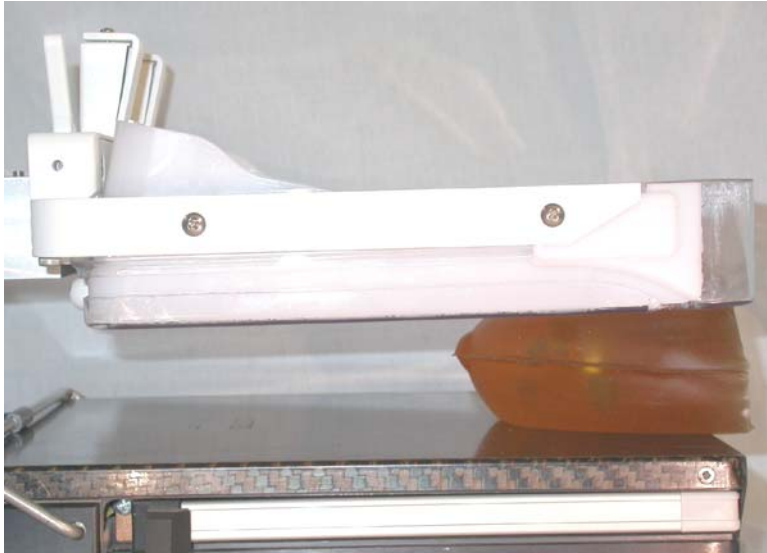
THE NEW ADVANTAGE PADDLE



THE NEW ADVANTAGE PADDLE FLEXES TO ALLOW FOR EFFECTIVE ANTERIOR BREAST TISSUE COMPRESSION WITHOUT STRETCHING OR TEARING OF TISSUE NEAR THE CHEST WALL.



HOW THE LIVINGSTON PRODUCTS ADVANTAGE PADDLE DECREASES PAIN AND YIELDS A SUPERIOR IMAGE



- THE LIVINGSTON PRODUCTS ADVANTAGE PADDLE FLEXES AT A POINT 2 CM AWAY FROM THE CHEST WALL. THE FLEXING PORTION PROVIDES ADDITIONAL COMPRESSION OF ANTERIOR BREAST TISSUE TO THE NIPPLE WHILE AVOIDING ADDITIONAL STRESS ON TISSUE AT OR NEAR THE CHEST WALL.
- THE NON-FLEXED REGION OF THE PADDLE CLOSEST TO THE CHEST WALL SECURES COMPRESSED TISSUE TO MINIMIZE DISPLACEMENT OF BREAST TISSUE INTO THE CHEST WALL.
- THE RESULT IS A SUPERIOR MAMMOGRAM IMAGE WITH MINIMAL PAIN AND DISCOMFORT.
- PROVIDES EFFECTIVE ANTERIOR COMPRESSION FOR-POST SURGICAL, IMPLANT, MUSCULAR, AND MALE MAMMOGRAMS.
- MAKES POSSIBLE MORE EFFECTIVE IMAGING OF LARGE BREASTS IN A SINGLE EXPOSURE.
- EXHIBITED BY MULTIPLE MAMMOGRAPHY MACHINE MANUFACTURERS