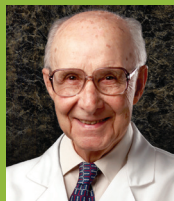


IOWA CONTINUES TO REVOLUTIONIZE CLUBFOOT TREATMENT

Dr. Ignacio Ponseti revolutionized the treatment of clubfoot while at the University of Iowa in the 1940s. He developed a non-invasive technique that utilized gentle manipulation and serial casting of the feet to successfully correct clubfoot without major reconstructive surgery. Today, the Ponseti Method is the international standard for clubfoot treatment with a 97% correction rate.



Dr. Ponseti

The Iowa Brace maintains the correction that has been achieved via the Ponseti Method and prevents relapse of clubfoot.

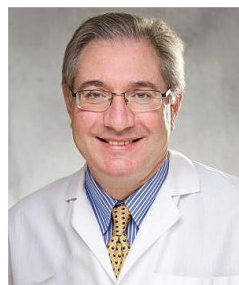
It was designed by a team of renowned specialists at the University of Iowa, including Dr. Nicole Grosland, professor of biomedical engineering; Dr. Thomas Cook, professor emeritus of public health and physical therapy; and Dr. Jose Morcuende, pediatric orthopedic surgeon and President of Ponseti International Association.

Dr. Ponseti's legacy lives on through Ponseti International Association and Clubfoot Solutions. The two organizations are working together to deliver the Ponseti Method to children everywhere, and hope that the Iowa Brace will finally realize Dr. Ponseti's dream of a high quality clubfoot brace for every child born with this deformity.

Clubfoot Solutions, Inc., is a 501(c)(3) non-profit Iowa-based organization.



"A comfortable, high quality brace is essential to successfully maintaining the correction of clubfoot using the Ponseti method and preventing a relapse of the deformity. Our team of clubfoot experts at the University of Iowa and the designers from one of the world's largest children's shoe manufacturers, BBC International, designed the Iowa Brace to meet both the clinical need and comfort for the child."



~ Dr. Jose Morcuende

Pediatric Orthopedic Surgeon, University of Iowa
President Ponseti International Association

CLUBFOOT SOLUTIONS, INC.
2509 RIVER RUN CT. NE
CEDAR RAPIDS, IA 52411
WWW.CLUBFOOTSOLUTIONS.ORG
(319) 294-5382
INFO@CLUBFOOTSOLUTIONS.ORG

European Distributor:

C-Pro Direct Ltd (UK and Ireland)
7a Enterprise Way, Edenbridge, Kent. TN86HF.
Tel: +44 1732 860 158
Email: enquiries@c-prodirect.com

c-prodirect
Proud to support the Ponseti method

THE IOWA BRACE LIFE CHANGING



WHY THE IOWA BRACE?

The Iowa Brace was developed at the University of Iowa as an extension of Dr. Ponseti's egalitarian efforts to ensure that children across the world would have access to the best clubfoot brace, regardless of their economic or social circumstances.

The combination of innovation and humanitarian considerations allow the Iowa Brace to be affordable for all families, everywhere.

Its essential design also provides the ideal complement to the Ponseti Method and prevents recurrence of clubfoot. The enhanced features on the Iowa Brace include a secured buckle that cannot be easily removed by children and a reinforced locking tab, so that the child cannot remove the bar from the boots.

The Iowa is made of a durable and flexible plastic that allows the child to kick for additional comfort while wearing the brace. This movement also helps the child stretch and strengthen the affected tendons and muscles.



"CLUBFOOT IS NOT HOPELESS. IT DOESN'T HAVE TO BE PAINFUL. CLUBFOOT CAN BE FULLY CORRECTED and I am going to help make sure families with children born with congenital clubfoot know of the miracles and success the Ponseti Method and Clubfoot Solutions are delivering day in and day out."

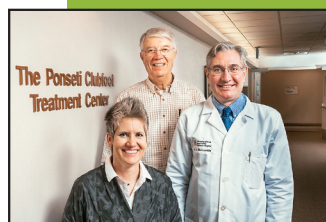
**– Freddy Sanchez,
Former Major League
Baseball player**



THE TEAM AT THE UNIVERSITY OF IOWA DEVELOPED THE IOWA BRACE with an emphasis on lifestyle and comfort as well, based on decades of clinical experience with children and clubfoot. It was especially

important to set a new wearability standard because discomfort and skin irritations are two of the most common reasons for discontinued use among patients.

The Iowa Brace is constructed of breathable mesh that maximizes ventilation and provides lightweight durability. Its cushioned tongue helps prevent skin irritation on the top of the patient's feet, and eliminates the need for third-party add-ons. The one-of-a-kind contoured AFO insert features a cupped heel counter that stabilizes the foot to both reduce friction and promote proper usage.



The cushioned tongue helps prevent skin irritation and eliminates the need for third-party add-ons.

FREDDY SANCHEZ IS PROOF THAT ANYTHING IS POSSIBLE.

Over 10 storybook seasons in the major leagues, Freddy made 3 All-Star teams, claimed the 2006 batting title with a .344 average and won the World Series as the second baseman for the San Francisco Giants. And he did it all while suffering ongoing complications from the surgical clubfoot treatment he received as an infant.

Freddy was born in 1977, before the Ponseti Method had been internationally accepted as the gold standard for clubfoot treatment. The painful surgery he endured as a child resulted in arthritis, continued medical intervention and an additional foot surgery that ended his 2004 season. Today, Freddy is an advocate for the Ponseti Method and Clubfoot Solutions because he wants the world to know that clubfoot can be corrected without pain or surgery.

