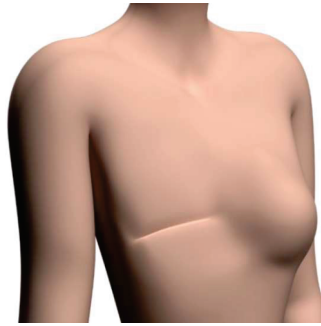




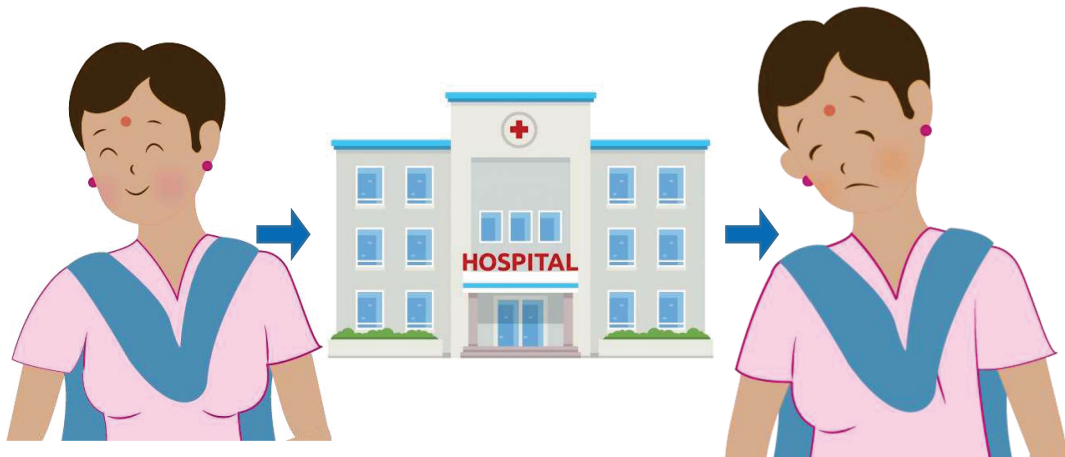
Poorti : World's first holistic post-mastectomy kit



Restoring confidence, dignity & femininity of breast cancer survivors

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Due to late detection, 65%-80% of breast cancer patients undergo removal of one or both breast(s)



Our Holistic Solution – Poorti Kit
Value Proposition



- High Quality: Light weight imported raw material used in ISO certified manufacturing set up
- Enhanced User-Experience: Design and anthropometric correctness
- Completeness of Solution: Prosthesis & accessories in a single kit with a fitting video
- Affordability: Far-Price structure and huge reduction in cost to end user
- Accessibility: Creation of network of survivors, surgeons, hospitals and NGOs
- After sales support: Full support and a point of contact for recurring needs of accessories



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CONTENTS OF POORTI KIT:

1. One Silicone Prosthesis | 2. Two Pocketed Brassieres
3. One Prosthesis Holder | 4. Two Prosthesis Covers
5. One Outer Packaging Kit | 6. Usage & Information Manual

Emotional issues:

For women losing breast is synonymous to losing confidence, dignity and femininity

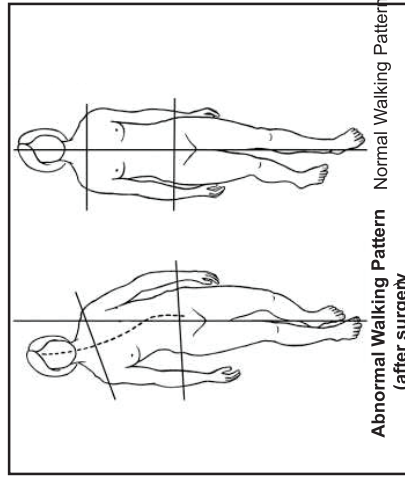


Persistent pain

Physical issues:

Asymmetric weight distribution leading to:

1. Posture imbalance,
2. Abnormal gait and movement,
3. Shoulder and cervical pain



Silicone Gel Prosthesis

- Fulfills physical and emotional feel.
- Similar to breast tissue in touch and feel.
- Prosthesis is worn in a bra
- Compatible with human body temperature

Imported Silicone Prosthesis - Very expensive

Imported Prosthesis not easily available in the market

Shoulder pain caused by imported prosthesis made using heavy weight silicone



Foam/Cotton prosthesis doesn't feel as human breast. In crowd, people would know that the women has one or both breasts missing.



Foam/Cotton prosthesis slips a lot and the bra moves too much. Very embarrassing.



Foam/Cotton prosthesis is not waterproof. Difficult to wash completely and patients report it to be unhygienic.



Foam/Cotton Prosthesis

A very low cost alternative but doesn't meet the aspirations of the survivors (A compromise).

1. Touch and Feel is not similar to human breast
2. Weightlessness leading to bra Slippage
3. Wetting and odour problem - Unhygienic
4. Embarrassment due to accidental intimacy or in crowd