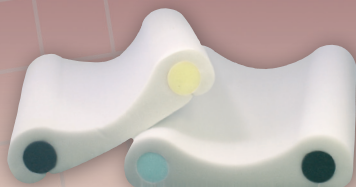


Circle of Health: A New Way to Talk Pillows

HOW TO BUY



Core Memory™ Pillow, #197:
viscoelastic memory foam



Double Core™ Pillow, #172:
resilient foam



Tri-Core Pillow®, #200:
high-resiliency fiber
UK Patent #2-000-739



Core Deluxe Water Pillow, #294:
fiber, water, built-in lobe
Patent Pending



Complement Your Treatment

Today's health-conscious consumers have more choices than ever before in their pursuit of good health, especially with orthopedic cervical pillows.

To select or prescribe the best pillow, patients and their doctors must determine the end benefit desired. Is the need to **ACCOMMODATE** a recent injury or **CORRECT** the cause of pain by restoring the natural neck curvature? Sometimes people just need to **MAINTAIN** a normal, healthy neck. Whatever the condition, the three stages of the TriCare Circle of Health can help determine the best pillow to meet a person's physical needs:

ACCOMMODATE



Relieves pain or discomfort by conforming to and stabilizing an existing condition. Provides comfort, but does little to correct the condition.

CORRECT



Treats the cause of the condition to help regain proper function. Allows tissue to heal functionally. Prepares for the maintenance stage.

MAINTAIN



Ensures good health by helping prevent recurrence and progression of the condition.

Choose The Right Pillow

Core Memory Foam Pillow, Product #197

Constructed of viscoelastic memory foam, this pillow conforms to your neck for maximum comfort. Ideal for helping relieve discomfort due to a recent injury.

Double Core Foam Pillow, Product #172

Constructed of resilient polyurethane foam, this pillow helps maintain your adjustment and good health. Use the softer lobe to help restore proper neck posture. Use the firmer lobe to help maintain proper neck posture.

Tri-Core Fiber Pillow, Product #200

Recently updated with a more durable fiber fill and luxurious 100% cotton sateen cover, the Tri-Core gently supports your head to help restore proper neck posture. It also complements your chiropractic care by helping maintain proper neck curve.

Core Deluxe Water Pillow, Product #294

Displacement panel keeps the head and neck properly aligned and supported. Built-in lobe provides extra neck support. Re-engineered water chamber is softer and smaller, but still removable, making it easy to fill without getting the pillow wet.

Specifications

Selections

- #197 Core Memory Foam Pillow
- #172 Double Core Foam Pillow
- #200 Tri-Core Fiber Pillow (standard)
- #294 Core Deluxe Water Pillow
- #934 TriCare System Display Kit (see reverse) Includes 9 pillows, free display rack, free posters and brochures.

Weight

- Single 197 - 4 pounds
Box of 4 - 15 pounds
- Single 172 - 1.75 pounds
Box of 4 - 7 pounds
- Single 200 - 3 pounds
Box of 4 - 13 pounds
- Single 294 - 2.5 pounds
Box of 2 - 7 pounds
- Single 934 - 4 boxes, 52 pounds



American Manufacturing Co.
Core Products
INTERNATIONAL, INC.

Making Your Life More Comfortable.

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www.coreproducts.com

Turn Your Waiting Room into a Profit Center



- Increase your profits in the space of a waiting room chair.
- Provide patient education to help them ask better questions and select the proper pillow to complement their treatment.
- Increase patient exposure with posters for your office.
- Improve patient efficacy and health with this impactful display.


Merchandising Made Easy



"Touch and try" is a proven way to sell products. Allowing patients and customers to touch a product and try it is a natural draw. An attractive display using "touch and try" invites your patients and customers to handle the product. Information on the header card or display answers questions and offers an opportunity to create discussion. Additional information about the display can be placed throughout your clinic to help inform and educate. Tip: Place the display where your patients and customers frequent or within their line of sight. Pictured: TriCare System Pillow Display Kit, #934. Includes two Deluxe Water Pillows, three standard Tri-Core, two Double Core, and two full-size Memory Core pillows. A free display rack, posters, brochures and a brochure holder are also included.



Spread the word. Brochures and posters are very versatile tools for providing information to your patients and customers. Place them in your waiting area or exam rooms to give your patients and customers the opportunity to learn more. Brochures have the additional capability to be mailed to new and current patients and customers, and they work great at local health shows. Pictured: TriCare System Pillow posters and brochures, free with the purchase of the TriCare System Pillow Display Kit, #934.



Accommodate
Helps relieve pain or discomfort by conforming to and stabilizing an existing condition.

Correct
Helps eliminate symptoms by treating the cause of the condition.

Maintain
Ensure continued good health by helping sustain the body in its proper, natural posture.

Available From: