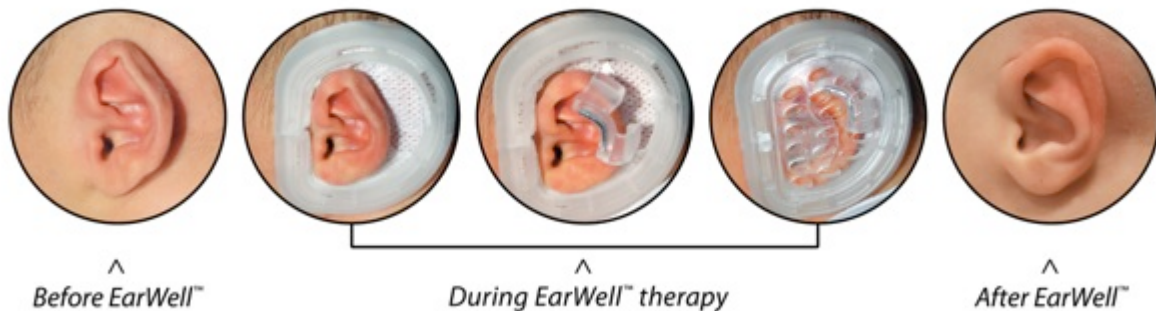


For Immediate Release

Press Contact: Publicist PR Consultants
cecilia@publicistpr.com +65 6221 0969

SAVE THE LITTLE ONES FROM EAR DEFORMITIES WITH EARWELL™ INFANT EAR CORRECTION SYSTEM

The entire EarWell™ procedure is completed in a few simple steps



Singapore, 1st November 2013 - Ear deformity most often begins from birth and is one of the most frequently overlooked infant disfigurements. Statistical data shows that infant ear deformities occur at a rate between 20% and 35% of all births. While approximately 30% of ear deformities can correct with time, others can be more serious, resulting in hearing loss and the child may also suffer potential psychological damages from teasing/bullying in their later years. Seeking treatment as quickly as possible can ensure your child is able to enjoy the greatest prospect of success. Parents need to be alert to the subtle misshapen ears if this non-surgical approach is to be used early and successfully.

With the invention of EarWell™ Infant Ear Correction System, a non-surgical procedure that corrects newborn ear deformities, potential social stigmas can be prevented at an early phase. EarWell™ is used to correct over 90% of all infant ear deformities that include prominent and constricted ears.

It works by remodeling the cartilage of the deformed ear and transform it into the appearance of a 'normal' ear. The ability to mould the ears non-invasively relies on the leftover circulating estrogen in the early life of the infants as it contributes to the high cartilage flexibility. There is a 90% success rate when the treatment is done when the infant is between 3-14 days of birth.

"We are very excited to introduce EarWell™ Infant Ear Correction System in Singapore, a non-surgical procedure that corrects newborn ear deformities. KKH is proud to work together with NeoAsia, as the first company to bring this technology into the country," said plastic surgeon consultant, Dr. Chia Hui Ling.

The EarWell™ device is to be constantly worn for 6 to 8 weeks in order to re-position the infants' ears and corrects their shape permanently. A change of every 2 weeks is also necessary. Its simple design allows positive transformation to be made on the different types and severities of ear deformity. This non-surgical treatment can be learnt and performed at any convenience.

The EarWell™ System consists of four basic parts:

1. A posterior shell or cradle that fits over the ear and adheres to the skin behind the ear
2. A retractor that shapes the rim of the ear
3. A conchal former that shapes the center of the ear
4. An anterior shell or cradle that holds all of the parts together

Using these 4 parts, the EarWell™ System reshapes the cartilage of the deformed ear into the desired curvature of a normal ear. As noted earlier, over 90% of the babies treated with the EarWell™ Correction System have gotten good to excellent results.

ABOUT EARWELL™

Developed by Dr. Steve Byrd, with the team at Becon Medical, EarWell™ Infant Ear Correction System is a non-surgical procedure that predictably corrects all 7 types of infant ear deformities with over 90% success rate.

Common ear deformities such as prominent ear, Stahl's ear, cup ear, lop ear, lidding, helical compression, and conchal crus can be successfully treated with the EarWell™ Infant Ear Correction System. Even the less severe Tanzer II constricted ear malformations are corrected or improved with the EarWell™. This new system offers hope for thousands of parents and children with ear deformity nationwide.

Deformities of the ear occur frequently in newborn infants. A Baylor University study revealed that up to 30% of children have some type of ear deformity at birth. Typically, physicians tell parents that these deformities will get better as the child grows older. They reassure the parents by saying that if the ear does not correct itself, then the child can undergo corrective ear surgery to correct the ear when he or she is around 7-12 years of age.

Following more than 250 *in vivo* clinical applications, EarWell™ System was found to hold a success rate of over 90%.

For more information, please log on to
http://www.earwells.com/products_earwellVideo.html

EarWell™ is now available in the following list of clinics

1. THE COSMETIC SURGERY CLINIC

290 Orchard Road #20-01 Paragon
Singapore 238859
Tel: 6733 3372

2. KK WOMEN'S AND CHILDREN'S HOSPITAL

Cleft & Craniofacial Centre
Women's Tower Level 5
100 Bukit Timah Road
Singapore 229899
Tel: 6394 5034/1521

3. KK WOMEN'S AND CHILDREN'S HOSPITAL

Children's ENT Centre (Otolaryngology)
Children's Tower Level 1
100 Bukit Timah Road
Singapore 229899
Tel: 6394 5057

For more information, please visit www.neoasia.com.sg / www.earwells.com

ABOUT NEOASIA

Priding itself as the setter for high standards in aesthetic technology, NeoAsia recognizes the need for aesthetics practitioners to maintain their art at its peak. Combining cutting-edge technologies with exceptional relationships and premier services, NeoAsia continues to keep their clients at the forefront of aesthetic trends, keeping their fingers on the pulse of global aesthetic market and bringing only the finest technologies that ensure safety and optimal results, all through science.

NeoAsia's corporate headquarter is situated in Singapore, with our distribution networks extended to Malaysia, Brunei, Indonesia, Vietnam, Cambodia and China. Our secured geographical coverage of clinics, hospitals and retail outlets in the region is your guarantee to greater distribution and marketing services.

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For more press information and interviews, please contact Publicist PR Consultants

Cecilia Tan

Publicist PR Consultants

T: 6220 4082 / 9835 1082

E: cecilia@publicistpr.com

w. www.publicistpr.com