

## The REZA BAND® Story

Like most breakthrough inventions, the REZA BAND® UES Assist Device was born out of necessity and imagined in an instant, a moment of enlightenment.

A few years ago, a doctor who specializes in esophageal health was sitting with one of his most challenging acid reflux patients. This patient was at her wits end trying to live with her acid reflux. She was doing all the right things to try to manage it ...double dose PPI medication, diet, sleeping sitting up, loose clothing, etc. Nothing worked. As she describes it, "Every night, I'm shocked awake by an explosion of stomach contents rushing into my throat and lungs. I get up each morning feeling like an army marched through my mouth. I haven't had a good night sleep since I don't know when. But, worst of all, I lost my ability to sing with my church choir."

Having exhausted all currently known acid reflux solutions, this doctor was at a loss. He and his patient sat across from each other in relative silence, both frustrated and lost for what to do next. Then, the doctor reached out his arms towards the patient and said, "The only thing left for me to do is to put my hands around your neck and press your esophagus closed, it's the only way I can stop your reflux." ...And there you have it, the moment of enlightenment.

The doctor cobbled together the first REZA BAND with materials he had on hand: a rubber band, some gauze wrapped in tape, Velcro and staples. The first upper esophageal sphincter (UES) assist device was born.

The doctor positioned the gauze cushion over the patient's cricoid area below her Adams apple and said, "Wear this tonight and let's see what happens." The patient left the office with some skepticism, but also with a small dash of hope.

She returned the next morning to see the doctor. She sat across from him as tears of joy and disbelief streamed down her face. "I slept through the night," she said, again and again. "I slept through the night."

Thus, began a journey based upon this personal life experience shared between two people that made it possible for one church choir member to be able to sing again and resulted in what is now known as the REZA BAND UES Assist Device.

Rarely in life does a new and "game-changing" medical product seemingly come out of nowhere to address a very serious and very common medical problem. Most medical advances are good, solid incremental improvements on something that already exists. Every so often, however, something remarkable comes along. When this happens, there is usually a collective..."I can't believe no one ever thought of this before!" These breakthrough products all have in common a few simple things. They are easy to understand and use, and they work. They work like nothing before.

The REZA BAND is one of those rare and remarkable new medical products. It's a first-of-its-kind, simple approach that stops reflux from passing above the UES. Patients who suffer from symptoms due to acid reflux into the throat and lungs may now find relief with this novel new medical device.

See [www.rezaband.com/instructions](http://www.rezaband.com/instructions) for full prescribing, safety and effectiveness information.