



## “The Empathy Lungs”™ C.O.P.D. Simulator

### What is it, and what are its benefits?

“The Empathy Lungs”™ C.O.P.D. Simulator (U.S. and Foreign Patents Pending) is a unique and powerful tool for smoking prevention and cessation. It is comprised of (1) a custom designed, truss-like garment called a Torso Constrictor, that has (2) two Weighted Pouches that are strategically positioned inside of it, and (3) a customized Restricted Airway Mask. When worn together, these three components will temporarily simulate the pronounced “shortness of breath” or “breathlessness” that characterizes **Chronic Obstructive Pulmonary Disease** (which is comprised primarily of Emphysema and/or Chronic Bronchitis), as well as Asthma and Lung Cancer.

Used only on a voluntary basis and only while under the supervision of a trained professional, this unique, hands-on simulator has been engineered for one-time, short-term use of just fifteen to thirty minutes. During this time it will safely enable the wearer to physically experience COPD’s typically strenuous, labored, shallow, “upper-chest breathing only”, as well as the subsequent fatigue, irritability and emotional distress that inevitably results from the sensation of “not being able to get enough air”.

Wearing The Empathy Lungs™ also measurably reduces the wearer’s total lung volume capacity, as evidenced by the “before and after” measurements of their **Peak Expiratory Flow** rates. These **PEF** rates are quickly measured by an easy-to-use Peak Flow Meter (included with each simulator). Reduction of a person’s forced expiratory flow rate is one of the classic symptoms of COPD. *Such experiential learning invariably impacts the wearer with a realistic “sneak preview” of the eventual, debilitating effects of smoking, which is the primary cause of COPD in 90% of cases. As of 2005, COPD currently affects over 45 million patients. It is the 4<sup>th</sup> leading cause of death in the U.S., and is projected to become the 3<sup>rd</sup> leading cause of death by 2020.*

Since The Empathy Lungs™ simulator can be worn by both males and females, ranging in age from 12 to 82, **it finally gives teachers and medical professionals a hands-on, uniquely effective approach** (1) to motivate adolescents to never begin smoking, and (2) to help current smokers gain an emotional, “gut-level” reason and determination to quit smoking *“for good this time!”* Furthermore, wearing this simulator will often motivate a smoker to finally go to their family practitioner for simple **SPIROMETRY** testing of their current lung function, and if it is compromised, to learn what practical changes they can make to preserve their remaining lung health.

### **What are the 8 symptoms and effects simulated by this product?**

- Shortness of Breath (Dyspnea) while at rest, and increased upon mild exertion (e.g. standing, pacing, climbing stairs, etc.)
- Reduction in forced, Peak Expiratory Flow rate
- Breathlessness, or feeling of “not being able to get enough air”
- Shallow, “upper chest breathing” only (vs. deep or abdominal breathing)
- Strenuous, labored or difficult breathing
- Fatigue and reduction of normal activity level
- Feelings of irritability, anxiety and/or emotional distress
- Possible wheezing



### **What are this product’s primary, professional users?**

All educational, counseling, and medical professionals involved in achieving the objectives of smoking prevention and smoking cessation for their students or patients. These professionals would include:

- Health and Family Life teachers in all junior and senior high schools, colleges, universities, and vocational technical schools.
- Family practice physicians and nurses (who are usually the first to encounter and diagnose symptoms of COPD in a patient).
- Nurses and counselors of Public Health Departments and national agencies (e.g. The National Lung Health Education Program, etc.) whose mission is to prevent public health hazards and diseases such as smoking and COPD.

- Respiratory therapists, cardiologists, and other pulmonary specialists.
- Instructors of private or hospital based classes for smoking cessation.
- The rapidly increasing number of employers who (as per recent changes in the laws of many states in the U.S.) are instituting totally smoke-free work environments, and who wish to assist employees in successfully adapting to this very difficult change.
- Instructors in medical and nursing education.



**What are all of the components included in each product unit (which is only sold as a Complete Set)?**

“The Empathy Lungs”™ COPD Simulator is sold as a **Complete Set including:**

- **Two (2) Complete COPD Simulators**, one sized to fit very SMALL to MEDIUM individuals, and one sized to fit MEDIUM to very LARGE individuals. Each simulator is comprised of: one Chest Constrictor (with an instantaneous, “Quick Release Zipper” for patient use if desired); two, weighted pouches; one custom-made, Airway Restriction Mask – see next item)
- Thirty (30) custom-made, disposable “Airway Restriction Masks”
- One Mechanical Peak Flow Meter (50 – 800 L/min PEF flow range)
- Thirty (30) Disposable Mouthpieces (with 1-way valve to prevent cross contamination during multiple patient use of the above Peak Flow Meter)
- Thirty (30) Patient Booklets, “The ABC’s of Smoking”
- Thirty (30) Patient Brochures from the National Lung Health Education Program answering “The Twenty Most Frequently Asked Questions About COPD”
- Thirty (30) “Informed Consent Release” forms (with copyright permission for unlimited reproduction)
- One Instructor’s Manual and one, laminated Flashcard illustrating normal breathing
- One Instructor’s Training DVD (30 minutes).
- Two (2) Cover-up shirts (unisex, “O.R. Scrubs”) to cover the simulator’s chest constrictor and weighted pouches).

NOTE: THE SHIPPING WEIGHT of all above items is 30lbs (14.5 kg.).

**What is the retail price of one Complete Set of The Empathy Lungs™ for the calendar year of 2007?**

From January 1, 2007, through December 31, 2007, the retail price for one **Set of all** of the above items is \$595.00 in U.S. Funds. (**NOTE: each Set is comprised of two simulators**). Add \$49.95 for shipping and handling within the contiguous U.S.

To receive more information or to get a **FREE VIDEO** about “The Empathy Lungs”, or to place an order, please contact BIRTHWAYS INC., the internationally famous creator and manufacturer of “The Empathy Belly” Pregnancy Simulator

**BIRTHWAYS INC.**

P.O. Box 2069

Vashon, WA 98070 USA

at

**(800) 882-3559**

or

(206) 463-9572

[birthways@empathybelly.org](mailto:birthways@empathybelly.org)

[www.empathybelly.org](http://www.empathybelly.org)

**2006 PRICE LIST**

(All prices in U.S. Funds)

<b><u>Item #</u></b>	<b><u>Quantity</u></b>	<b><u>Product Name</u></b>	<b><u>Price</u></b>
<b><u>ELCS-M</u></b>	<b><u>1 Set</u></b>	<b><u>The Empathy Lungs COPD Simulator</u></b>	<b><u>\$595.00</u></b>

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**Replacement Parts for Disposable Items of The Empathy Lungs:**

<b><u>50-DM</u></b>	<b><u>1 Set</u></b>	<b><u>50 Disposable 1-way Valve Mouthpieces</u></b>	<b><u>\$ 37.50</u></b>
<b><u>50-DARB</u></b>	<b><u>1 Set</u></b>	<b><u>50 Disposable Airway Restriction Masks</u></b>	<b><u>\$ 70.50</u></b>
<b><u>50-ABC</u></b>	<b><u>1 Set</u></b>	<b><u>50 Booklets “The ABC’s of Smoking”</u></b>	<b><u>\$ 85.50</u></b>
<b><u>50-NLHEP</u></b>	<b><u>1 Set</u></b>	<b><u>50 Brochures “20 Q &amp; A’s About COPD”</u></b>	<b><u>\$ 30.80</u></b>

**Please call Birthways Inc. for a price quote of the shipping cost for above items**

**NOTE: All above products come with a One-Year Warranty**