The iDOT™ Thermochromatic Patch

A brilliant (and affordable) solution to help prevent the risk of overheating and hyperthermia.

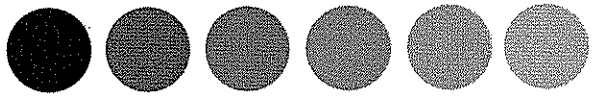
What is the iDOT?

The iDOT is a disposable body temperature indicator from Lexington-based IonX. With the same characteristics of an elastic cotton bandage, the patch is easy to stick on the body before a workout or strenuous activity.

With the use of patented, ionized thermochromatic inks, the patch will change color to indicate the rise and fall of body temperature – a combination of skin and core temperatures – and help prevent the potential risk of overheating and hyperthermia.

IonX specifically formulated the iDOT with a black ink called ionized liquid crystals (ILC). When an individual's core temperature reaches 100.5°F to 101°F, these inks begin to vibrate, causing the iDOT to change from black to a bright yellow.

98.6° F 103° F

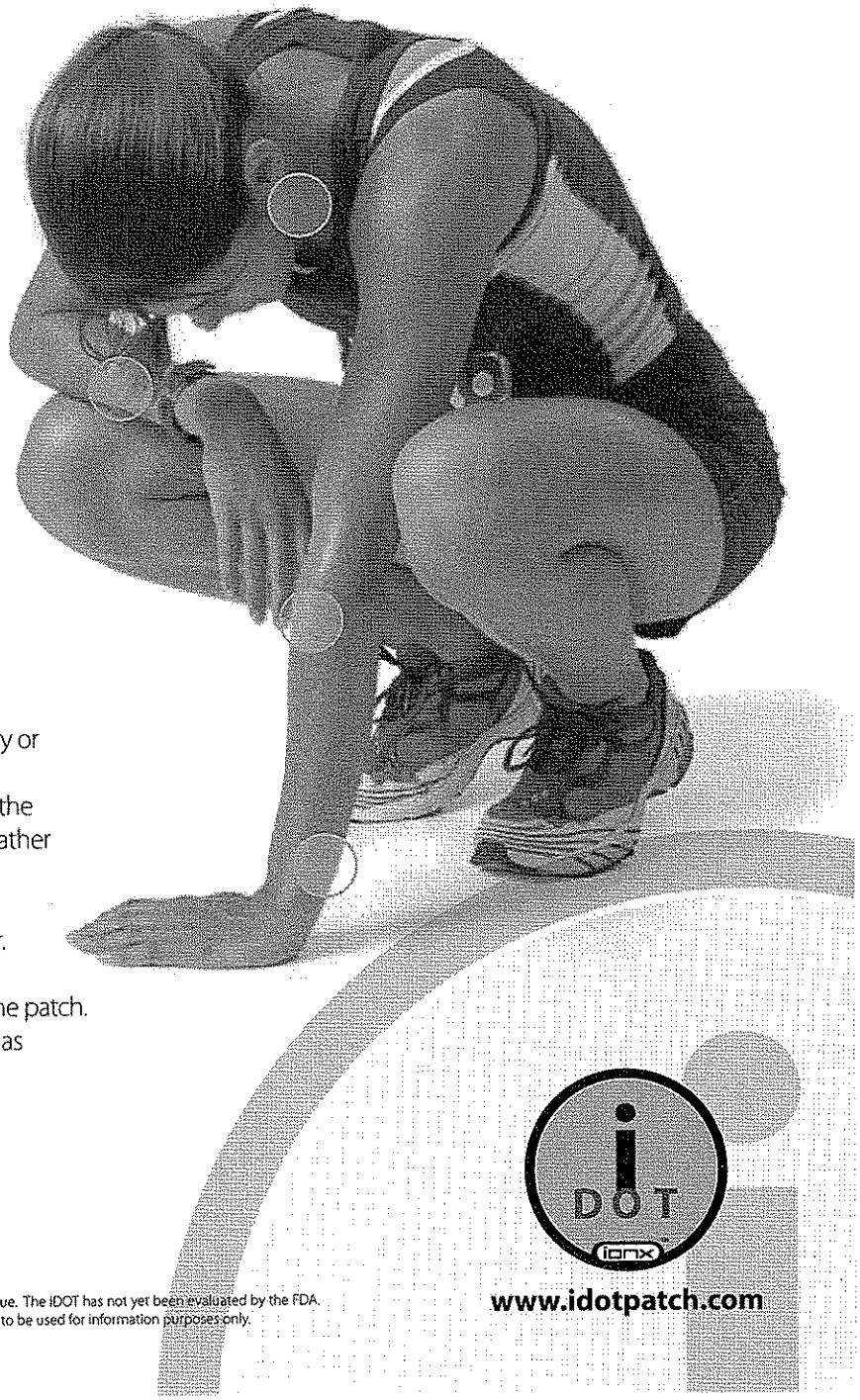


When the body reaches 100.5° F, the Black ink will begin "clear" and disappear, allowing the bright yellow color to be seen.

How do you use it?

Just like a bandage, the iDOT applies to the body with a strong adhesive that is also easy to remove. It is a circular knit fabric (95% cotton and 5% Lycra) that provides the flexibility and comfort of elastic.

Because the patch is designed to measure skin and core temperatures, it must be placed on an area of the body with blood vessels close to the surface of the skin. The graphic at right demonstrates recommended areas of placement.



Additional features and facts

- The iDOT will not react to external temperatures, humidity or direct sunlight.
- Once the patch is applied to the skin, it will only indicate the individual's skin and core temperature – regardless of weather or environment.
- The patch is water-resistant and durable.
- The inks on the patch will not wear out if it changes color. For example, it will return to black when the body cools.
- Once activity is finished, simply remove and dispose of the patch.
- The iDOT will be sold in affordable bulk packages as well as convenient 30 packs.

For more information on the iDOT, please contact:

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iDOT ionx™

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A proactive solution for active people

From professional athletes to beginner players, heat-related deaths had an impact on all levels of sports. That's why IonX® has created the iDOT™ body temperature alert patch. This disposable indicator warns the wearer if and when there is a danger of overheating. The iDOT patch has the same characteristics of a cotton bandage and is round, elastic and waterproof to stay secure during activity.

Here's how it works: Ionized inks change color to indicate the rise and fall of body temperature - a combination of skin and core temperatures. When an individual's temperature reaches 100.5°F to 101°F, the iDOT patch begins to change from black to yellow. At 103°F, the patch turns a noticeable yellow that is easily visible at a distance or from the sidelines.

Because the patch is designed to measure skin and core temperatures, it must be placed on an area of the body with blood vessels close to the surface of the skin, such as the neck and inside wrist or arm. The patch does not react to external temperatures or humidity and, since the inks do not wear out, will continue to change color and measure body temperature as long as it is worn.

The iDOT patch is just one of many new technologies created for improved health and wellness by IonX, a research and development company in Lexington, KY.

Click here to download our flyer with additional product information.

WHAT IS A HEAT STROKE?

A heat stroke, or hyperthermia, is caused when body temperature reaches dangerously high levels. The body's natural defenses against heat - such as sweating - can no longer maintain normal core temperature and internal organs begin to fail. In fact, this condition can be fatal if not properly and promptly treated.

THE FACTS ABOUT HEAT STROKES

The Center for Disease Control's Morbidity and Mortality Weekly Report (MMWR) identified 3,442 deaths from 1999-2003 "resulting from exposure to extreme heat." The National Center for Catastrophic Sports Injury Research identified more than 100 athlete deaths in America that were directly related to heat strokes. And these numbers have certainly grown in the past decade as people push themselves to new limits, despite the risk of permanent injury or even fatality.

WHO NEEDS AN IDOT PATCH?

While the patch is ideal for competitive athletes, anyone who works or plays in extreme heat environments can utilize this potentially life-saving product, including:

- Agricultural workers
- Hikers and joggers
- Construction workers
- Recreational athletes
- Landscapers
- Roofers
- Postal workers

The iDOT™ body temperature alert patch is an innovative patent pending device that warns the user if they're getting close to overheating or hyperthermia. And that could potentially prevent heat strokes, letting today's athletes reach peak performance without risking their health.

***David Bensema, MD, FACP.** Director. Dr. Bensema is a board certified internist who, after 16 years of private practice in Lexington, became the Executive Director of Physician Services for Central Baptist Hospital and Medical Director of Baptist Physicians Lexington, Inc. in August 2006. Dr. Bensema received a bachelor's degree in biology from the University of Kentucky in 1982, followed by his medical degree in 1986. Dr. Bensema continued his training at UK completing his residency in internal medicine in 1989 and his chief residency in 1990. Dr. Bensema has participated in the start-up of three life insurance companies and in 2004 became board certified in insurance medicine. Since 2007 he has served on the e-Health Board for the Commonwealth of Kentucky. He is a past-president of the Lexington Medical Society and currently serves as the Trustee for the 10th District to the Board of Trustees of the Kentucky Medical Association. He is a founding investor and Board Member for the Bank of Lexington.

Former Governor Martha Layne Collins. Director. Ms. Collins served as Governor for the Commonwealth of Kentucky from 1983 through 1987 and the Lieutenant Governor of Kentucky from 1979 to 1983. Ms. Collins is the former Director of International Business and Management Center at the University of Kentucky. She served as President of Saint Catharine College, in Springfield, KY from 1990 to 1996. She was President of Martha Layne Collins and Associates from 1988 to 1987. During her term as Governor, Ms. Collins negotiated for Toyota Manufacturing to build a manufacturing facility in Kentucky. She has served on the Board of Directors of Kodak and R.R. Donnelly & Sons and the Advisory Board of Norfolk Southern. Ms. Collins has a Bachelors Degree from the University of Kentucky.

Dan Short. Founder, Chairman and Director. Mr. Short has over 25 years of experience in the textile industry. His primary focus has been fabrics and fabric related technologies. Mr. Short is the inventor and patent holder for IONX sportswear products marketed worldwide by Canterbury New Zealand. Mr. Short's fabrics have been worn by the NFL, the Atlanta Falcons, two English Premier League Soccer teams and eight of the ten final Rugby Cup teams. Additionally, he has designed fabrics for the United States military, including the Special Forces, as well as the Israeli military. Mr. Short has a bachelor's degree in

History from Georgetown College.

Paige Shumate Short. Co-Founder, Vice Chairman and Director. Ms. Short is currently the CEO of Four Tigers, LLC, Berryceuticals, LLC, Kentucky Technical Textiles, IONX International, Inc. and Berryco International, LLC. She began her career at Kentucky Technical Textiles, a seventy year old family textile company, where she implemented the transformation of the business. She is a founder of Four Tigers, LLC which is a bio-tech company performing studies to support the advanced anti-inflammatory, antioxidant, anti-bacterial, antiviral, and anti-cancer properties of blackberries. The Four Tigers portfolio includes medical products as well as equine supplements. Ms. Short has degrees in Economics and Business from Georgetown College.