

The Acurest newsletter will keep you up to date with the latest developments in the research and treatment of sleep apnea and will provide you with hints and tips to help you continue with your CPAP therapy.

Acurest's TrueFIT™ Custom Mask Draws Attention

Getting the word out about our mask has been an ongoing challenge for Acurest. We are always on the lookout for opportunities to demonstrate the TrueFIT™ mask for doctors, sleep clinics and the large number of CPAP users who are frustrated with standard masks. Well, in the last couple of months we have gained plenty of attention!

Australia:

Over the last three years, we have had great exposure in print media, large and small. However, our mask has never made it onto TV....until now.

The TrueFIT™ mask and its inventor, Collin Anderson, featured on *The New Inventors* 22nd June on ABC TV!

This is a great story about a CPAP user who took his mask frustrations to the next level and actually went through the process of re-thinking mask design from the ground up, resulting in the ultimate CPAP mask. We have been inundated with orders and enquiries since the show aired. Like the many people who have been in touch, we knew that, despite the very tough competition on the show that night, there could only be one winner: The TrueFIT™ Mask!



Inventor, Collin Anderson holding The New Inventors Finalist Trophy

Thanks to all involved! And a special thanks to *New Inventors* judge Professor Fiona Wood who noted the importance of comfortable CPAP masks in addressing a broad range of health issues.

USA:

The *New Inventors* followed on from some international exposure. Robert, a client based in Dallas, Texas, was interviewed in May for the local Dallas TV News. The story was also picked up by one of the local newspapers (*Dallas Business Journal*), and was then syndicated around the USA.

His story is like many others: frustrated with poorly fitting masks, Robert was getting little in the way of quality sleep and his wife slept in the spare room. He then discovered Acurest and we made a mask for him. Needless to say his therapy has turned a corner and he is now an enthusiastic advocate for the TrueFIT™ Mask. We really appreciate Robert's efforts to help other users find a solution for the frustrations of CPAP – it's not easy needing this therapy only to lose sleep searching for a mask that provides comfortable and effective therapy.

Our efforts to establish our mask in the USA continue and we have plans to build a network of skilled professionals to mould our clients' faces in all corners of the US in the months ahead.

We have also seen the level of interest rising in other corners of the world and anticipate releasing our mask in other countries in the coming 12 months. A product innovated and manufactured in Australia now being taken to the world!

Australian news:

For those yet to be notified, **Acurest has recently established permanent moulding facilities in Sydney, Melbourne and Perth.** In these locations, we use the services of highly qualified and experienced moulding experts to provide quick and easy access to our mask. While our technicians will miss the frequent flyer points, struggling CPAP users convenient to these cities can now access a TrueFIT™ Mask much more simply and quickly than in the past. Check our website for more information <http://www.acurest.com.au/truefit-custom-mask/ordering-information>.

Sleep Facts

Are you planning a home renovation? Well before you call in the builder, you might want to consider the latest “must have” in the homes of the rich and famous. This latest fad follows on from previous must-haves, the panic room and nuclear shelter, and provides relief to the problem of sharing a bed with a noisy partner. Known as a *Snoreatorium*, this is a room adjacent to the main bedroom, kitted out with a bed as well as padded walls and climate control to make it comfortable and (importantly) sound-proof.

The theory is that when one or other partner is disturbed by their noisy or snoring partner, they slip into the *Snoreatorium* and settle down for undisturbed sleep. Word has it that Tom Cruise (who recently turned 49) regularly uses his *Snoreatorium* to allow his wife, Katie Holmes, some peaceful sleep.

Although this might be part of the solution, Acurest would advise Tom to check in for a sleep study. If he has sleep apnea, the *Snoreatorium* will not do him any good in the long run; declining health, fading looks and all that. A better solution would be good CPAP therapy with a TrueFIT™ Mask! We await Tom’s call....

Interesting research about CPAP and Sleep Apnea:

Low Energy Diet Can Improve Sleep Apnea

Patients with obstructive sleep apnea could benefit from following a low energy diet to lose weight, finds research published on bmj.com.

Approximately 60% to 70% of patients with sleep apnea are either overweight or obese. Previous studies in other patient groups have concluded that losing weight can improve the condition.

The study included 63 men between 30 and 65 years of age who had moderate to severe obstructive sleep apnea. The participants had a body mass index (BMI) range of 30-40.

Of the 63 patients, 58 followed a very low energy diet for 9 weeks and then started a 1-year weight maintenance program (this included counselling and

advice about nutrition and exercise). The very low energy diet was based on the Cambridge weight plan.

The results show that patients who lost weight after 9 weeks on the low energy diet maintained the loss after a year, and this had a positive effect on their sleep apnea. For instance, at 1 year, 48% of patients no longer required CPAP and 10% had total remission of obstructive sleep apnea.

Patients who had severe forms of the disease at the beginning of the study had larger improvement than those with moderate disease, says the study. The authors also found that patients who lost the most weight improved the most.

Dr Kari Johansson, Karolinska Institute, Stockholm

We hope you found this edition of sleep.energy.life an interesting and informative read. We’d love to hear your feedback on the newsletter. Simply email us at info@acurest.com.au

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