

MediPouch

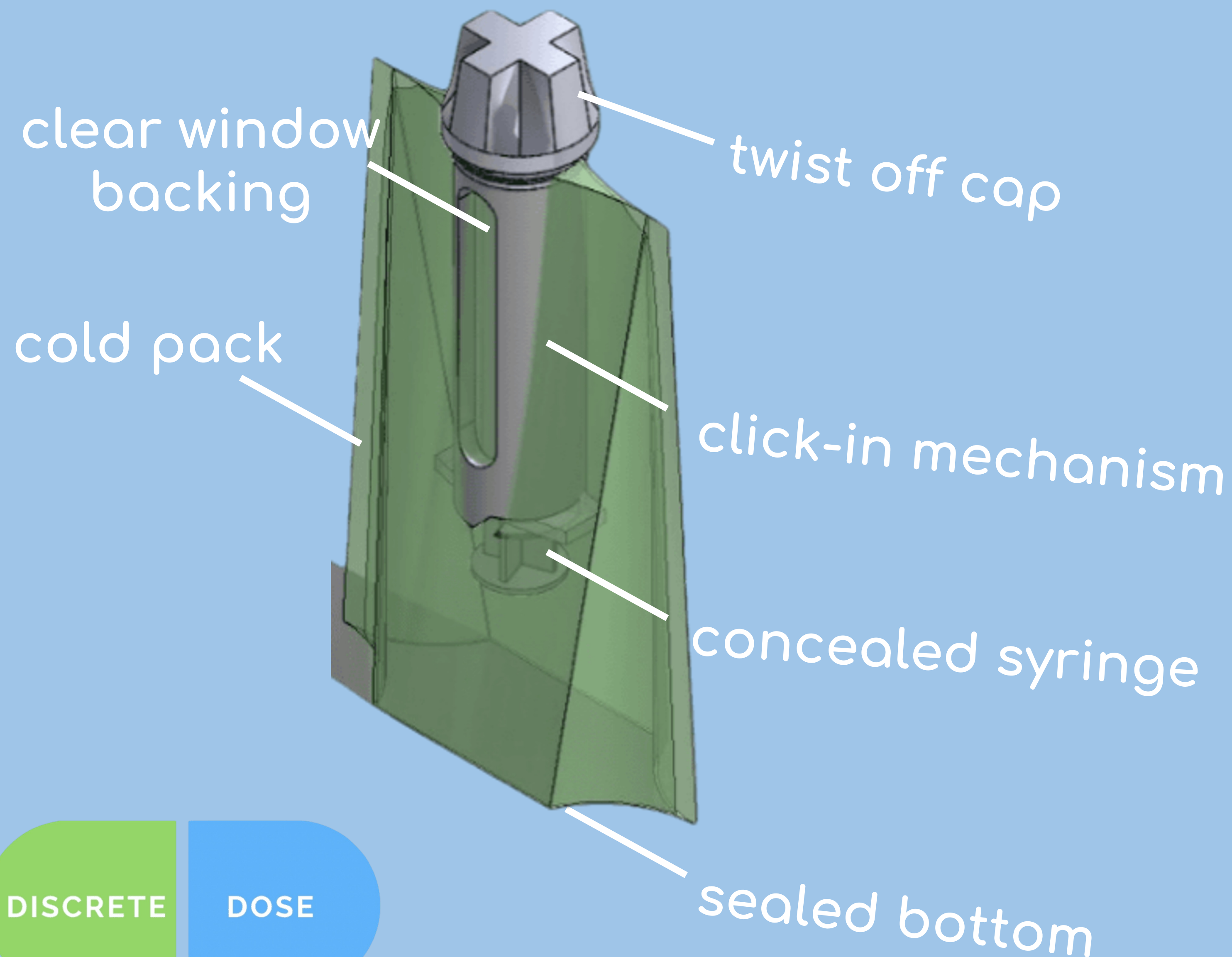
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**MSRP:
\$15.99**

Target Market:
12.5 million target market units
lifetime purchases
–
Percent Capture:
2%
–
Revenues After 3 Years:
\$2,938,193

MediPouch: is a liquid medicine administration device that mimics a child's snack pouch, making the process of administering medication to children a stress-free event.



DISCRETE DOSE

Feature	Function	Benefit
Concealed Syringe	Child is unaware of the syringe because it cannot be seen.	Child is deceived into taking medicine.
Click-in mechanism	Syringe is locked in place for stability during administration and travel	Simple snap on process for the customer
Cold Pack	Making medicine warm or cold for consumption	Easy transportation of medication and mimics food like texture
Clear window backing	For easy viewing of syringe once in pouch	Administrator can ensure medication is fully taken