

Presented by: Lisa F. Crites
The SHOWER SHIRT Company, LLC
www.theshowershirt.com



The
SHOWER SHIRT[™]

"Use It Now, Wear It Later"



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The
SHOWER

SHIRTTM

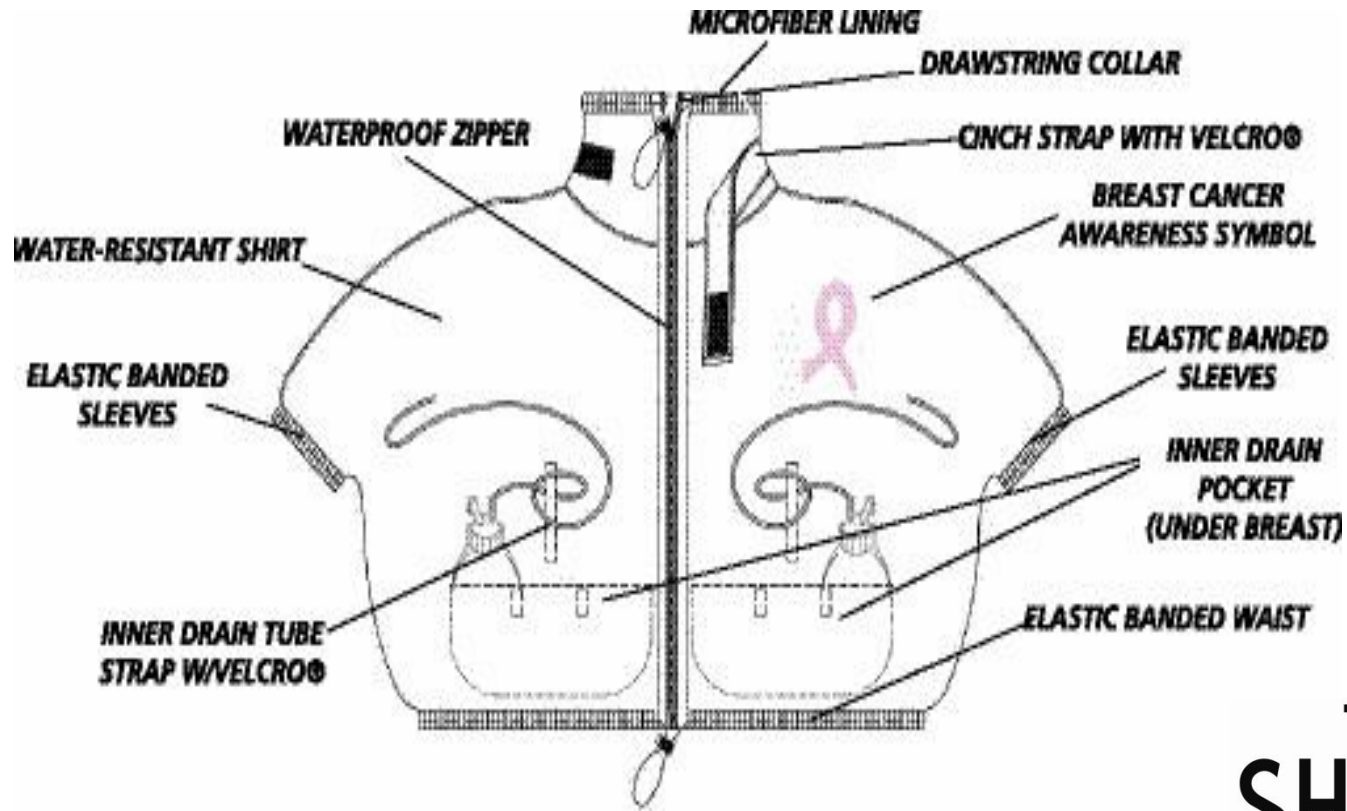
***Before The SHOWER SHIRT® Mastectomy Patients used
'trash bags' for protection while showering!
Alternative -- no showering at all?***



The
SHOWER

SHIRTTM

Within four weeks of Mastectomy we had designed The SHOWER SHIRT schematic



The
SHOWER
SHIRT™

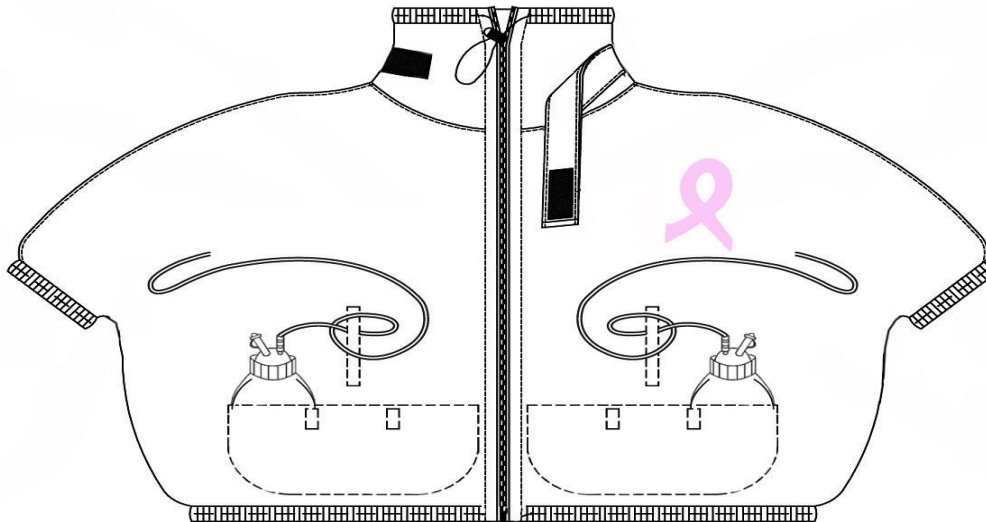
*Within eight weeks of Mastectomy – we had created
first prototype of The SHOWER SHIRT*



The
SHOWER
SHIRT™

The SHOWER SHIRT® Features

- Anti-microbial, water-resistant garment designed prevent post-surgical mastectomy drain sites from coming into contact with water while showering.
- Designed with internal 'pockets' and 'straps' to support the weight of the drains & tubes.



The
SHOWER
SHIRT™

Additional SHOWER SHIRT® Features

- Designed specifically for mastectomy patients, however used by multiple patient populations
- Short-sleeve shirt made of heavy waterproof material with elastic encompassing all perimeters
- Designed with turtle neck feature lined with micro-fiber, drawstring and cinch strap to fit tightly under jawline
- Sizes are S/M (4–12) and L/XL (14-22) and recently introduced a PLUS size option (2x-4x)
- Machine Washable and Line Dry



*Why is The SHOWER SHIRT® Important?
Physicians routinely instruct Mastectomy patients ‘not to’ shower before surgical drains are removed - Why?*

- Exposing drain sites to bath water increases the risk of post surgical infections. **Why?**
- Tap water contains bacteria; surgical drains penetrate the skin and can act as a portal for water-borne bacteria to enter the wound site, thus, increasing the risk of a surgical site infection.



Why is fundamental purpose of The SHOWER SHIRT®?

- To Reduce the risk of Surgical Site Infections (SSI's), or post-surgical infections, while permitting patients to shower before surgical drains are removed.
- By using The SHOWER SHIRT product, it gives patients an option to bathe with some degree of normalcy after surgery.
- To keep patients from taking a shower in a trash bag; a product not properly designed to protect mastectomy drain sites from bacteria-laden water.



Why is The Shower Shirt® a Necessary Post-Mastectomy care item for surgery patients?

- Patients are physically and emotionally traumatized after breast cancer diagnosis and amputation of the breasts.
- The ability to shower can greatly reduce stress and anxiety which can promote the healing process.
- When patients feels better physically, they will feel better emotionally and psychologically; a grave need after breast cancer diagnosis and mastectomy surgery.



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Breast Cancer Diagnosis and Mastectomy Surgery Statistics

- More than 300,000 women are diagnosed with Breast Cancer each year in the United States
- 56% of women in the US have mastectomy's = 168,000 mastectomy patients in the United States alone who can utilize product



Hospital-Associated Costs Due to Surgical Site Infections After Breast Surgery – U.S.

- Healthcare costs associated with SSI's are enormous for patients, insurance company's and the US government.
- American Hospital Association cited a study on the incident of SSI's were 12.4% following mastectomy surgery with implants, 6.2% following mastectomy using a TRAM flap, and 4.4% following mastectomy only.
- Of these cases 96% were readmitted to the hospital.



Hospital-Associated Costs Due to Surgical Site Infections After Breast Surgery – U.S.

- Patients with SSI's had median costs of \$16,882.00 compared to \$6,123.00 for uninfected patients.
- Costs were based on hospital-associated costs and not attributed to physician costs, clinic visits, outpatient surgical procedures or antibiotic use; or home health care costs associated with the post-surgical infections from breast surgery.



Additional Patient Applications

- Patients with Dialysis Catheters
- Savi Catheter patients for radiation (mammosite procedures)
- Patients having lumpectomies with sentinel-node dissection
- Abdominal Hernia patients with drains
- Patients needing wound vacs, infusion pumps and external catheters
- Patients with central lines
- Lung surgery & cardio-thoracic patients
- Rotator Cuff Patients
- Ostomy Patients
- ‘Tummy-tuck patients
- External Defibrillator patients



Where is The SHOWER SHIRT Co. after 4 Years on the Market?

- Patented Product
- 70-Mastectomy Boutiques in the US
- Ship to patients in Austria, New Zealand, England, Ireland, Spain, Israel, Austria, Japan
- Walmart.com & Amazon
- Hospital based Home Medical Equipment and Durable Medical Equipment
- SBA InnovateHER Winner



In the News...



Wuesthoff Health System will be giving The Shower Shirt to all women having mastectomies at their hospitals during the month of October.

NECESSITY: THE MOTHER OF INVENTION

BREAST CANCER SURVIVOR LISA CRITES TURNS HER EXPERIENCE INTO SOMETHING POSITIVE

Following her bilateral mastectomy in June of 2009, still groggy from surgery, Lisa Crites (October 2009 *SpaceCoast Living*) received some disappointing news from her surgeon. "When Dr. Diaz told me I couldn't take a shower until my drains were removed I started to cry. Little things become huge when you've had a mastectomy." The normal protocol for post surgical drain removal is two to three weeks, but for someone like Lisa who suffered complications from infection, it could be much longer. "I was not happy. I thought, here I am, I've just had my breasts cut off, I feel horrible, I'm thoroughly confused and I can't even take a shower?"

Once home she conducted extensive research to find any type of water resistant garment for showering that could accommodate her drains and found nothing. Working with family members, Lisa modified a beauty salon cape and the first **Shower Shirt™** was created. She admits it might not seem like a big deal but "when you feel better physically it just goes to reason that you'll feel better emotionally."

The yearlong odyssey that brought Lisa's invention to the marketplace included help from friends and family. From creating five prototypes, obtaining a patent, finding a manufacturer to navigating medical red tape, the experience has been educational. "I had no idea there were so many processes in getting medical devices approved and registered," says Lisa.



The Shower Shirt – Available exclusively at Wuesthoff Home Medical Equipment in Brevard County through 2010. Available nationwide starting in 2011. \$85 • www.theshowershirt.com

Lisa and her Shower Shirt story will be featured on *Lifetime Television* October 20.

The Shower Shirt, on the market this month, has patent pending status and is registered as a Class 1 medical device by the FDA. Medicare has approved the shirt as reimbursable for breast cancer/mastectomy patients and Invacare/Level 2 is planning to distribute the shower shirt internationally.

"Although initially born from a personal need, I quickly realized that I wanted to make a difference for women going through this. I needed a project to focus on for my own mental state and this became my recovery project." She gave Melbourne Beach resident Mara Hixon a Shower Shirt prior to her breast cancer surgery this summer. "Lisa took a gloomy situation and turned it around into a sunny wonderful invention," says Mara. "She has my utmost admiration for what she did. The shower shirt let me lead a normal life while recuperating from surgery. After all, the better I feel, the faster I heal. Kudos to Lisa; she's created a phenomenal product."

"Over the last year, I've felt that something has been guiding me with this project," says Lisa. "I'm thrilled and elated at the positive response."

In the News...



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Two weeks before her 42nd birthday, Lisa Crites was diagnosed with breast cancer.

"I was lucky because it was stage one and had not spread to my lymph nodes. Even when I was diagnosed, my initial reaction was, 'This is okay, I'm young. I'm healthy.' But you know I had always done everything right. I've exercised, I've eaten right. I've taken care of myself. So this really pissed me off."

A month later she underwent a double mastectomy.

"Without knowing whether or not the cancer had spread to my lymph nodes, I knew I had two choices. I was not emotionally connected to my breasts, so I was 99 percent sure I would have a bilateral mastectomy." The alternative was six and a half weeks of chemo-based radiation, being on Tamoxifen for five years and visiting the oncologist every six months.

"I didn't think I would be able to deal with that treatment psychologically. My doctor told me that mastectomies are not difficult physically. They are difficult psychologically. I understand the idea of taking diseased tissue out of my body, whereas chemo-based radiation is foreign to me."

Crites' post-mastectomy pathology report "determined that there was a very good chance I would have had a recurrence."

Two weeks after her surgery, "I saw Dr. (Michael) Diaz (a reconstructive surgeon) at 4:30 in the afternoon and was fine, but by the middle of the night I was in so much pain that I thought I was having a heart attack."

A trip to the emergency room revealed a white blood cell count of 17,000 and a temperature of 102 degrees.

"My left breast expander was completely corroded with staph infection."

Aggressive antibiotic therapy cured the infection, but did delay Crites' recuperation. "Before the surgery I read through a list of possible complications, but they don't normally occur in a healthy 42-year-old. The lesson here is to expect the unexpected. My progression plan has stalled, and although that's frustrating, things need to be done right. I've got to learn to be more patient."

Lisa
crites

"I feel lucky that I had choices in my treatment. Right now I feel my breast cancer experience has only refined my life, not defined it, because I had choices."

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