

INSPIRATION

in(t)-spe-'rā-shen *n* 1. a divine or supernatural influence 2. to be an animating, enlivening, or exalting influence on another; to spur one to act 3. to draw forth or bring out

"Let's remove the fear from breast cancer and empower women to take a more active role in their own health."

Gary Sherrell
Founder, Sentida Corporation

REMOVING THE FEAR FROM BREAST CANCER

GARY SHERRELL, FOUNDER, SENTIDA CORPORATION

Gary Sherrell knows more about breast cancer than most women do. After he lost his mother from the disease when she was just 57 years old, Gary was determined to empower women to take a more active roll in the fight against breast cancer. Gary established Sentida Corporation in December 2002 to promote education and awareness to women worldwide about the importance of regular breast self-examinations.

The company's mission is straightforward – to increase awareness with women about the realities of breast cancer and the steps they can take to prevent it resulting in death. This is possible through the distribution of the Vital™ Breast Self-Examination (BSE) Aid, an FDA approved device that increases tactile sensitivity and helps a woman recognize any changes within breast tissue.

To help strengthen the mission of Sentida, Gary has established a philanthropic organization called the Roxy Sherrell Foundation in honor of his late mother who fought a six-year battle with breast cancer. The Foundation is funded entirely through sales of the Vital BSE Aid. The Foundation will sponsor breast centers across the U.S. that will have educational materials for learning more about breast cancer, as well as wigs, lymphatic presses and other

services for women currently battling the disease.

FUTURE PLANS

Since there are a lot of myths that exist in women's minds today regarding breast cancer, Gary and his team at Sentida are working together to create a cohesive message about breast cancer prevention through a "documercial." This part commercial, part documentary will

feature Olivia Newton-John (a breast cancer survivor) as the spokesperson demonstrating a standard, consistent message on how to perform a breast self-exam. This national campaign will be launched September 15, 2003 and the product will then be known as "The Liv Kit."

ABOUT

The Vital BSE Aid (The Liv Kit) reduces friction to allow your fingers to glide more smoothly across your breast and enhance your sense of touch, while providing an easier and more comfortable exam.

The Vital BSE Aid (The Liv Kit) was designed to help women perform their monthly breast self-examination with more confidence to help detect changes in their breasts. The Vital BSE Aid (The Liv Kit) is composed of soft, ultra-thin, latex-free polyurethane with a special non-toxic and environmentally safe liquid sealed inside. The product is durable, reusable and easy to clean. It is also concealed in a discreet black pouch and includes an instruction card on how to properly perform a self-breast exam. The Vital BSE Aid (The Liv Kit) can be purchased online at www.vitalexam.com. When registering online, you can also register for self-breast exam reminder emails.

We would like to thank Gary Sherrell for his proactive approach to the fight against breast cancer. We urge you to visit Sentida Corporation's web site at www.vitalexam.com or call 877.481.0090 to learn more about the Vital BSE Aid (The Liv Kit).

Sentida - noun. Derived from the Latin word "sentir." Definition: to feel, perceive; to experience, feel the force of a thing to realize the truth.

Please send your stories to OA so that others who read them can be filled with hope and inspiration to press on against cancer. Send your stories to kdesatnik@rmed.com or fax to 440.942.7970 marked *Attention Asst. Editor*.

WWW.VITALEXAM.COM

THE LIV KIT

