

Preventagen™

Summary

Skin cancer is the most common type of cancer in the US. An estimated 40 to 50 percent of Americans who live to age 65 will have skin cancer at least once. The most common skin cancer is basal cell carcinoma, which accounts for more than 90 percent of all skin cancers in the United States.

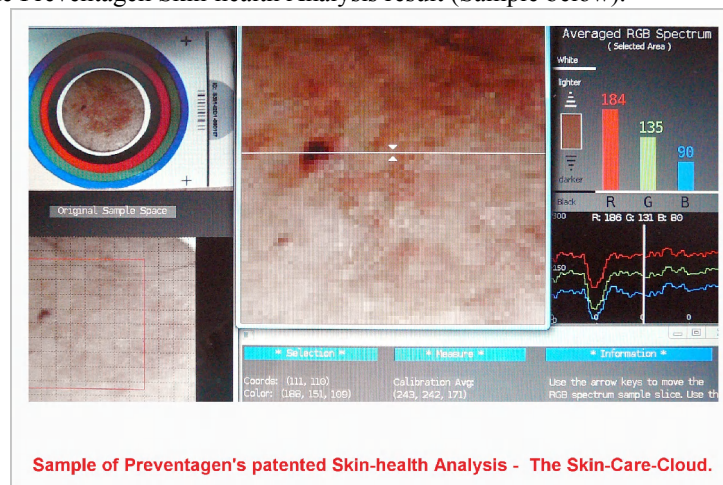
The most virulent form of skin cancer is melanoma, accounting for more than 20 deaths each day in the US alone. In some parts of the world, especially in Western countries, the number of people who develop melanoma is increasing faster than any other cancer. For example, in the US, the number of new cases of melanoma has more than doubled in the past 20 years.

Currently, there are a number of challenges to effective skin cancer detection as a result of inconsistent professional screening practices. Top cited reasons include: lack of time or expertise, distractions by other health issues, lack of positive feedback, and provider forgetfulness. Any combination of these issues can affect whether a skin examination takes place during routine medical visits, this resulting, in US, a 49,940 cases of malignant melanoma with 8,110 deaths recorded in 2006, and costing more than \$740 million annually.

Preventagen's patented technology, the RGB Spectroscopy, is designed for self-administered skin examinations in the comfort of one's own home by providing an easy-to-use methodology requiring only a digital camera and the Preventagen kit (color chart and software). Preventagen provides a digital photographic history individuals and healthcare professionals monitoring tool focusing on key features of skin aberrations such as size, symmetry, and color spectrum. Such photographic records are useful when there are numerous moles, atypical naevi, etc., which need consistent monitoring overtime. The digital history provides a chronological means for observation and data storage. Individuals can monitor their progress safely, make comparisons and share data with their doctor. Preventagen is designed as both a preventative tool as well as a data mine for doctors and healthcare professionals to reference as needed.

Preventagen's Skin-Care-Cloud makes skin health analysis as easy as 1-2-3:

1. Take a picture of a skin area with your digital camera with Preventagen's RGB-Ring.
2. Upload the picture to Preventagen's Skin-Care-Cloud (SCC server).
3. Review the Preventagen Skin-health Analysis result (Sample below).



Contact: Dr. Chio (CEO): e-mail: ssc@preventagen.com; phone: (760) 842-8278