



Dear Doctors,

As you know, old fashioned casting has been used since the early 1900s, primarily to maintain scoliosis or as an attempt to temporarily correct spinal curves prior to surgical intervention. However, it's the new Early Treatment Mehta Method of casting that's catching everyone's attention.

The Mehta Method — named for United Kingdom physician Min H. Mehta, F.R.C.S. — harnesses the infant's rapid growth rate with a simple but specialized EDF (elongation, derotation, flexion) casting technique. The Mehta Method and its application with a unique casting frame effects a gentle untwisting of the spinal curve, resulting in significantly less trauma to the young patient.

Surgeons and institutions are already moving away from bracing, and toward Mehta casting, as an ideal first line of defense against this life shortening and potentially fatal condition in children. Proven to deliver a permanent cure for progressive infantile (early-onset) scoliosis in many cases, its effectiveness in treating scoliosis curves or delaying surgery is now well documented. (Please reference [www.noeledfcastframe](http://www.noeledfcastframe) for current literature.)

Early treatment with the Mehta Method is currently used by: Crawford Spine Center at Cincinnati Children's Hospital Medical Center; Riley Hospital for Children at Indiana University Health and others. However, because less than 20 hospitals in the U.S. currently offer complete Mehta early intervention casting, parents still have a very difficult time accessing this valuable, life-saving treatment. In full support of the Early Treatment Mehta Method and the dozens of children who've been treated using this serial corrective casting procedure, Noel Industries ([www.noeledfcastframe.com](http://www.noeledfcastframe.com)) introduces its newly upgraded, fully field-tested EDF Casting Frame.

A knowledgeable pediatrician referring to a knowledgeable surgeon who has access to the Noel EDF Casting Frame can make a life-changing difference to a child diagnosed with scoliosis. Imagine being able to provide your community and young patients with this option. Imagine telling a parent that a new, non-invasive treatment that could save his or her child's life is now available just a few miles or a few blocks away.

Noel Industries EDF Casting Frames retail for under \$10,000. The cost for a single surgical spine procedure or for the implantation of any type of distraction hardware can cost approximately \$170,000; repeated surgeries for one child can add up to more than a million dollars and a lifetime of painful memories with no real cure.

Yes, we'd like to sell you a frame. That's why we're writing. But even more, we want you to consider making the Mehta Method a practical reality for the families you serve. We can help you make that happen. Our public and private partnerships put our customers in touch with both cutting edge equipment and the methodology required to use it. And Noel Industries is the only casting frame company that provides direct access to free training.

The unique medical-grade stainless steel composition of the Noel EDF Casting Frame ensures safety and quality. Registered with the U. S. Food and Drug Administration as a Class I medical device, Noel



frames undergo strict testing and have been developed around the standards of Mehta-trained physicians in OR's across America. Conforming to the standards set by the pediatric orthopedic community, Noel frames deliver Early Treatment within best practices. And they're made for kids' safety, supporting them with a removable bed and headrest, which eliminate the need to transfer an intubated child.

Think twice before the knife, and consider being a portal to this kind of affordable, life-saving treatment in your community. We'll be calling soon to ask whether you can. In the meantime, if you have questions, require further clinical references or are interested in free training, please call me at 720-633-CAST (2278), visit our website at [www.noeledfcastframe.com](http://www.noeledfcastframe.com), or search "Noel Industries" on YouTube.

Sincerely,

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