

For Immediate Release

DETACH N' GO™ PILL BOX CURES THE AILS OF HEALTHCARE PROVIDERS AND END USERS

Detachable pill box helps medication users remain compliant with prescribed schedules while providing flexibility that matches their lifestyles

Rahway, NJ – May 10, 2006 – A wonder cure for the two most significant concerns of healthcare providers and medication users – compliance and flexibility – is just what the doctor ordered. The Detach N' Go pill box features detachable compartments that allow consumers of medication to customize the container to match their changing schedules, thereby enabling them to remain compliant with their prescriptions while also maintaining active lifestyles.

The detachability of Detach N' Go pill boxes provides an important solution for healthcare providers concerned with patients remaining compliant with prescription schedules, thereby increasing the effectiveness of the plan and improving the patient's prognosis.

According to the American Cancer Society:

- Almost two-thirds of Americans currently use medicines – 49 percent prescription and 30 percent nonprescription
- Thirty-two million Americans take three or more medications daily.
- The No.1 problem in treating illness today is patients' failure to take prescription medications correctly.

According to Dorothy Cline-Campbell, Doctor of Osteopathy at the Osteopathic Medical Center in Bloomfield, Iowa, "Compliance with medication is not only an issue for patients, but also caregivers and physicians, as well. Unfortunately, most patients are not on just one medication for a short term. This causes a compliance issue of 'forgetting,' or being 'unsure' if a dose was taken, therefore resulting in a patient not taking a medication for fear of double dose or overdose. Detach N' Go makes this situation easier to deal with – one only need know the day of the week to know if a medication was taken."

The importance of compliance is not lost on the pharmaceutical industry, either. The industry recognizes that patient compliance with a prescribed medication plan improves the effectiveness of the product and increases its value to both caregivers and end-users, alike. Pharmaceuticals have become active players in advocating prescription compliance and are turning to products like the Detach N' Go pill boxes to promote adherence. Likewise, drug stores and retail pharmacy chains relate patient compliance to improved sales.

In addition, the Detach N' Go pill box offers strong branding and customer loyalty opportunities to both the healthcare and retail sectors.

"The patient's health is a shared responsibility," according to Inventures president and CEO, John Murphy. "The Detach N' Go product line enables everyone involved in the patient's care – most of all the patient himself – to maximize the effectiveness of the medication plan. In addition, it also makes good business sense. Increased compliance translates into increased business."

About the Company

Inventures Products, LLC, headquartered in Rahway, NJ, develops, manufactures and markets new and unique products to the wholesale, premium and retail sectors. The company provides medically relevant and pharmaceutical-compliant products, including pill boxes, medication compartments and a full line of promotional items for the medical and healthcare industries. Inventures is introducing 35 new products through its exclusive Doctor Action™ line of merchandise. Visit us at www.detachablepillbox.com.

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