



MMJ Labs LLC  
Personal Pain Control

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For Immediate Distribution:

October 27, 2009 - **Just in time for flu season**, MMJ Labs presented data this week on a new over-the-counter device that decreased needle pain significantly over leading prescription interventions. In a randomized controlled trial, “Buzzy®” decreased children’s pain with intravenous catheter insertion significantly more than standard pain relief options.

“Right now, we’re dependent on the healthcare system to provide pain relief. A family can bring Buzzy® and not have to worry if the nurse is in a hurry.”

Dr. Amy Baxter, pediatric emergency physician, pain researcher, and mother, decided doctors didn’t care enough about pain. After five years of researching pain mechanisms, she invented a new technology incorporated into a cute bee device which quickly numbs the skin through vibration and cold. While pediatric hospitals are currently the main consumer, the device is offered directly to patients.

Buzzy® is unique in the pain prevention field - it is completely reusable, it works in seconds, and becomes more effective with longer contact. Unlike current competitors, it doesn’t generate medical waste. As it does not require a prescription, Dr. Baxter hopes families can fight back against needle phobia.

“About 15% of adults and twice as many kids are severely afraid of needles.” Dr. Baxter noted. “Buzzy can give a sense of control. Yeah, they have to have a shot, but they have the power to make it not hurt. Kids are less scared because they trust Buzzy®.”

A pilot of the technology published this month in the Clinical Journal of Pain confirms effective needle pain relief in adults. In addition, Dr. Baxter is currently researching immunization pain relief in a series of studies funded by the National Institutes of Health.

The current study presented at the American Academy of Pediatrics National Conference and Exhibition randomized 81 children to Buzzy or standard care, including cold sprays. Topical anesthetics were used equally in both groups. Children and their parents reported significantly less pain using a Faces pain rating scale; videotapes scored by blinded observers were also significant for decreased distress. Success with IV or lab draw was higher in the Buzzy group, but this finding was not significant.

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# RESEARCH