



PRODUCT FEASIBILITY BRIEF - ECZEMA

The statistics on Eczema vary worldwide as many as 10-20% of the population experiencing symptom of Eczema. As such, Eczema is categorized as an epidemic. For the purpose of this brief we will use the bottom figure of 10% as our estimated affliction rate. This is close enough statistically for our primary demographic, Mexico, and also our future target demographic, the United States.

In this brief we will use 1%, 10% and 25% as our estimated market penetration rates to present a conservative, target and longer-term sales performance objectives:

Mexico: Population - 119,419,000 x 10% = 11,941,900 afflicted.

Kit Price (US\$)	\$	130.00		
Rate		1%	10%	25%
Afflicted		119,419	1,194,190	2,985,475
Sales\$/Month	\$	15,524,470	\$ 155,244,700	\$ 388,111,750
Sales\$/Year	\$	186,293,640	\$ 1,862,936,400	\$ 4,657,341,000

Product development background/justification:

EPH Technologies development group has undertaken to deliver health enhancing, ailment remediating products. The process has led us to identify specific illness demographics in a bid to maximize benefit for all stakeholders (including our investors, our team, and anyone who may benefit from our products and/or our knowledge). One such illness is Eczema.

An estimated 32 million people in the United States and 12 million in Mexico, suffer from some form of Eczema. Eczema is so prolific that the offer of even meager sustainable relief in any form would be a monumental success. As these affliction rates continue unabated it is safe to assume that available treatments aren't providing sustained benefits. Long term relief without negative side effects seems almost unimaginable. Hence, the demand for such is undeniable.

The decision to investigate and develop products to provide relief from skin ailments, including Eczema, was a priority for the EPH Technologies development team. Over the past two years real users, albeit limited in numbers compared to the total number afflicted, have demonstrated improvement in testing and trials. The products proved to have a great hit rate. A great hit rate at EPH Technologies is 100% of the users getting a benefit without negative side effects. While we can't make the claim that this group of products have a 100% hit rate without successfully treating all members of the afflicted demographic, if EPH Technologies were to treat a meaningful percentage of sufferers of Eczema at a hit rate near that which we have already observed, it would be an undeniable success.