



PRODUCT FEASIBILITY BRIEF - PSORIASIS

The statistics on Psoriasis vary worldwide, with as many as 2-4% of the population experiencing chronic or persistent Psoriasis. As such, Psoriasis is categorized as epidemic. For the purpose of this brief we will use the bottom figure of 2% 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 conservative, target and longer-term sales performance objectives:

Mexico: Population - 119,419,000 x 2% = 2,388,380 afflicted.

Kit Price (US\$)	\$	130.00		
Rate		1%	10%	25%
Afflicted		23,884	238,838	597,095
Sales\$/Month	\$	3,104,894	\$ 31,048,940	\$ 77,622,350
Sales\$/Year	\$	37,258,728	\$ 372,587,280	\$ 931,468,200

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 development team, and anyone who may benefit from our products and/or our knowledge). One such illness is Psoriasis.

An estimated 7.4 million people in the United States and 2.3 million in Mexico, suffer from some form of Psoriasis. Psoriasis is very prolific and while various biologic treatments offer temporary relief, a product offering sustainable relief without side effect in any form would be a monumental success. Sufferers are often treated with biologics that are touted as targeting specific immune system response but ultimately, for most sufferers the effects of Psoriasis are never completely eliminated. There is no known cure. As these affliction rates continue unabated it is safe to assume that available treatments aren't providing a 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 Psoriasis, 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. While we can't make the claim that this group of products will have a great hit rate without successfully treating all members of the afflicted demographic if we could achieve near the success across all sufferers of Psoriasis at a hit rate near that which we have already observed, it would be an undeniable success.