

# ROSICA

strategic public relations

# EXERGEN



Huntingdon Valley, PA  
Visitors Per Month: 165,000

## **Mommy Must Haves!**

Taking temperature can be quick, painless and accurate!

When your child is sick, taking her temperature can often add to her discomfort. In the past thermometers were used orally, rectally, auxillary (under the arm) and tympanic (in the ear). But now, the Exergen TemporalScanner, the first and only infrared thermometer designed to measure body temperature, can take a quick and precise reading from the temporal artery on your child's forehead. Within a few seconds you can have an accurate reading using the same technology that has become the choice of many pediatricians and hospitals around the country.



The Exergen TemporalScanner is less invasive than other thermometers and can even be used on a sleeping baby. Outside factors such as the position of the probe in the ear canal, breathing or drinking before an oral reading, or a change in skin blood flow changes under the arm, won't come into play when taking temperature with the Exergen TemporalScanner. It is available at Wal-Mart, Target, Costco, Babies R Us and other leading pharmacies nationwide.

**Mom Tip:** This is by far the easiest way to take the temperature of a baby or child. It can also be used on adults. Every home with children should have an Exergen TemporalScanner in the medicine cabinet.

Cost: \$49.99