

Press Contact:
Hart Shafer
President, TheraSpecs Company
hart@theraspecs.com



FOR IMMEDIATE RELEASE

TheraSpecs Introduce Therapeutic Migraine Glasses

New precision-tinted glasses from TheraSpecs protect from fluorescent lights and reduce migraine attacks up to 74%

PHOENIX, Ariz. – April 25, 2012 – TheraSpecs™ Company today announced availability of TheraSpecs, an effective new natural migraine treatment that also helps with photophobia (painful light sensitivity) and sensitivity to fluorescent lights. TheraSpecs glasses combine therapeutically designed frames with precision-tinted lenses that filter out the light that contributes most to these conditions. A clinical study of their tint showed the average participant went from 6.2 to 1.6 migraine attacks per month—a nearly 75% reduction in attacks.

“TheraSpecs were born from our own desperate search for help for my wife’s vicious chronic migraines,” said Hart Shafer, founder of TheraSpecs Company. “Her neurologist led us to clinical research that indicated some types and sources of light can irritate the nerves in the eye and brain, leading to pain. TheraSpecs are designed to block that light for fast, drug-free relief.”

How TheraSpecs Work

Fluorescent lights flicker too fast to see consciously but the brain can still detect it, causing migraine attacks, headaches, and eyestrain in sensitive people. The flickering is not equal at all wavelengths, so TheraSpecs protect the brain by filtering out the light where the flicker is strongest. In addition, TheraSpecs also filter out the wavelengths of light reported to cause the most pain during photophobia.

TheraSpecs’ frames are also designed for relief. They cup the face to filter light from the sides, block the brightest direct light from above, and minimize painful reflections from behind. Their frames are made of high-quality lightweight nylon with flexible earpieces to minimize pressure on heads already sensitive from headache.

Dramatic, Needed Relief

“I popped my TheraSpecs on and the first word that came out of my mouth was “ahhhh!” said Julie P. of Franklin, TN. “Light has always been a big trigger for me and

I can tell TheraSpecs are reducing my attacks. Being drug-free makes them an especially welcome migraine treatment. TheraSpecs are a small miracle for this chronic migraineur!”

New treatment options, especially drug-free ones like TheraSpecs, are sorely needed. According to the World Health Organization, approximately 11% of people worldwide suffer from migraine attacks, and most get no help for them. One in twenty adults have a headache every day. That means more than 30 million people in the US with migraine, and more than 12 million with chronic headache. Many of the headaches could be worsened by medication overuse, which is estimated to affect 60% of chronic headache sufferers. TheraSpecs help these headaches, and treat fluorescent sensitivity, without drugs and without risk of medication overuse headache.

Versions, Pricing and Availability

Indoor TheraSpecs are \$129 US. Outdoor TheraSpecs are a darker, polarized version for use in the sun and are available for \$169 US. Both are available from www.theraspecs.com.

For More Information

Visit www.theraspecs.com/press or contact Hart Shafer, founder and president of TheraSpecs Company: hart@theraspecs.com or 602-399-7548.

###

© 2012 TheraSpecs Company. All rights reserved. TheraSpecs and the TheraSpecs logo are trademarks of TheraSpecs Company.

TheraSpecs Press Summary & References

Press Contact:

Hart Shafer

hart@theraspecs.com



TheraSpecs Treatment Summary

- Reduce migraine frequency
- Filter out the harmful part of fluorescent light
- Relieve painful sensitivity to light
- Prevent headaches and eye strain
- A study of the tint used in TheraSpecs showed migraine frequency going from an average of 6.2 to 1.6 attacks per month – more than a 74% reduction

Fluorescent Lights Information

- Fluorescent lights flicker faster than people can see consciously
- The brain can still pick up that flicker unconsciously
- In some people, this flicker can cause headaches, eye strain, nausea, and trigger migraine attacks
- This flicker is concentrated in certain wavelengths (colors) of light
- TheraSpecs filter the wavelengths of light with the most flicker, preventing the symptoms the flicker can cause

Photophobia Information

- Photophobia is a condition caused by migraine and many other conditions where even light at normal intensity becomes painful
- Some wavelengths (colors) of light cause more pain than others
- TheraSpecs filter the most painful wavelengths, providing relief without dark lenses

TheraSpecs Design Information

- Beyond the tint, TheraSpecs are therapeutic in multiple ways
 - Their wrap design blocks light from the sides and prevents painful reflections from behind—without cutting off peripheral vision
 - Their lenses are made of CR-39, the same material used in most prescription eyeglasses for clarity
 - Their frames are made of a lightweight nylon with flexible earpieces to minimize pressure on an already-sensitive head

Background Story

- TheraSpecs were created out of a personal need for migraine relief
- Created by Hart Shafer for his wife Kerrie
- Kerrie suffers from chronic daily headache and frequent severe migraines
- Kerrie has been blogging about her experience at www.thedailyheadache.com
- The full background story is at www.theraspecs.com/background/

Statistics references:

<http://www.who.int/mediacentre/factsheets/fs277/en/>

http://www.who.int/healthinfo/statistics/bod_migraine.pdf

<http://www.sciencedaily.com/releases/2008/11/081103090845.htm>

Research references:

<http://www.ncbi.nlm.nih.gov/pubmed/1960058>

<http://www.ncbi.nlm.nih.gov/pubmed/2062542>

<http://www.ncbi.nlm.nih.gov/pubmed/20062053>

<http://lrt.sagepub.com/content/21/1/11.abstract>

<http://www.ncbi.nlm.nih.gov/pubmed/19410958>

User Quotes

Sue I., Thunder Bay, Ontario

The bright fluorescent lighting in stores and hospitals normally makes my head explode within the first few minutes - which is why I tend to make quick runs in and out. With TheraSpecs I can take my time! It was as if everything looked clearer and any bit of automatic squinting I was doing was completely gone. I honestly found TheraSpecs make a huge difference. I'd even say they were life changing for me!

Julie P., Franklin, TN

I popped my TheraSpecs on and the first word that came out of my mouth was "ahhhh!" Light has always been a big trigger for me and I can tell TheraSpecs are reducing my attacks. Being drug-free makes them an especially welcome migraine treatment. TheraSpecs are a small miracle for this chronic migraineur!