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Creative Director: Copy and Art

Product and Service Taglines and USPs:

PARTIAL LISTING

1.	ACOS	<i>Clearly, the Choice Is ACOS</i>	(Oxidation Technology for Wastewater)
2.	Bard	<i>Advancing the Delivery of Health Care</i>	(C. R. Bard Corporate Identity)
3.	Bard	<i>Turning On the Power of Innovation</i>	(Bard Idea Submission Program)
4.	BardMedical	<i>The Sterling Standard for Infection Control</i>	(Silver Technology in Urological Applications)
5.	BardPeripheral	<i>Bringing Innovation to Life</i>	(Stents, Angioplasty, Filters, Grafts, Other Products)
6.	Bard-Parker	<i>The Surgical Unity of Form and Function</i>	(Scalpels, Blades, and Handles)
7.	BD Anesthesia	<i>Because Your Patients Trust You to Choose the Best</i>	(Anesthesia Products and Trays)
8.	BD Anesthesia	<i>Taking the Labor Out of CSEs</i>	(Combined Spinals and Epidurals for Deliveries)
9.	BD Anesthesia	<i>Redefining CSEs with Confidence, Safety and Efficacy</i>	(Durasafe Plus w Epidural Lock CSE Needle Sets)
10.	BD Anesthesia	<i>Pain Happens</i>	(BD Anesthesia Custom Tray Program)
11.	BD Vacutainer	<i>Achieving Excellence in Preanalytics</i>	(Athene Society: Distinguished Lab Professionals)
12.	BD Safety	<i>First in Safety</i>	(Safety Needles and Syringes)
13.	BD Services	<i>Sustainable Results in Cost & Operational Effectiveness</i>	(Safety Needles and Syringes)
14.	BPV	<i>Flow for Life</i>	(Flair Stent and Peripheral Vascular Grafts)
15.	Braun	<i>Working Together for Excellence in Safety</i>	(Corporate Safety Program)
16.	BWR	<i>Renewing Hope, Renewing Life</i>	(Addiction Recovery Services)
17.	CarboFlo Grafts	<i>The Inside Advantage</i>	(Carbon Impregnated Surface Technology)
18.	Colin Instruments	<i>Sensing the Possibilities</i>	(Blood Pressure and Other Vitals Monitoring)
19.	DistaFlo Grafts	<i>ReVITALization for the Life of the Limb</i>	(Peripheral Vascular Grafts for Limb Salvage)
20.	Elscint	<i>The Intelligent Image</i>	(CT Scan Diagnostic Equipment)
21.	Endologix	<i>Innovation Taking Shape</i>	(Abdominal Stent Graft)
22.	EZ Scrubs	<i>Because Best Practices Demand Best Products</i>	(BD Surgical Scrubs and Cleansers)
23.	Flair	<i>Flow for Life</i>	(Endovascular Stent Grafts)
24.	Guardian	<i>Protection: It's What Makes a Shaprs Collector a Guardian</i>	(BD Safety Products)
25.	Howmedica	<i>Eclipsing the Past, Enlightening the Future</i>	(PCA Hip Product Innovations)
26.	Howmedica	<i>True Innovations Are as Comets among Stars</i>	(PCA Knee Product Innovations)
27.	Howmedica	<i>Conquering Inner Space</i>	(Orthopaedic Reconstruction and Trauma)
28.	ImageSmith	<i>Making the Most in the Minds that Matter the Most</i>	(Advertising and Marketing Communications)
29.	ImageSmith	<i>Contributing to Your Success with Image & Imagination</i>	(Brand and Corporate Identity)
30.	ImageSmith	<i>Image: Without It, Nothing</i>	(Brand and Corporate Identity)
31.	ImageSmith	<i>When You Think of Image, Think of Smith</i>	(Brand and Corporate Identity)
32.	Impra	<i>Innovation for Optimal Outcomes</i>	(Vascular Implant Products)
33.	Interpore	<i>The New Perspective in Natural Dynamics</i>	(Regenerative Medicine for Bone Healing)
34.	Johnson & Johnson	<i>Value. Delivered Value.</i>	(J&J Corporate for Healthcare Professionals)

35.	Johnson & Johnson	<i>Helping to Keep Health Care Healthy</i>	(J&J Healthcare / Hospital Services)
36.	Johnson & Johnson	<i>Profit from the Partnership</i>	(J&J Supply Chain and Distributor Services)
37.	Kelly Group	<i>InSight ESP</i>	(Professional Testing and Placement Services)
38.	Kelly Group	<i>Go from Good to Great</i>	(Professional Testing and Placement Services)
39.	Luminexx	<i>Expanded Performance</i>	(Biliary Stent and Delivery System)
40.	Nanophase	<i>Dawning of a New Era in Sunscreen Protection</i>	(Nanocrystalline Technology)
41.	Novacept	<i>Performance in Perfect Balance</i>	(NovaSure Endometrial Ablation Technology)
42.	Nellix	<i>EVAR Evolved</i>	(Endovascular Aneurysm Repair Product)
43.	OpCare	<i>Because Optimal Patient Engagement Means Optimal Patient Outcomes</i>	(Optimal Patient Care)
44.	OpCare	<i>Great Health Care Doesn't Just Happen</i>	(Optimal Patient Care)
45.	Pfizer	<i>Coming Events Cast Their Shadows Before</i>	(PCA Teaser Introduction)
46.	Pfizer	<i>More than a Philosophy, A Reality</i>	(Howmedica Hospital Products)
47.	Pharmacia Deltec	<i>When Time and Drug Matter</i>	(Ambulatory Infusion Pumps and Accessories)
48.	PosiFlo	<i>Think Positive</i>	(Intravenous Access System)
49.	PV Sheath Tunneler	<i>Select. Connect. Direct. Protect.</i>	(Graft Placement Instrumentation)
50.	RRBB	<i>One Source, Many Resources</i>	(Consulting Services)
51.	Schering	<i>Making New Strides in Antihistamine Therapy</i>	(Claritin Professional Launch)
52.	SurgRX	<i>Cooler under Pressure</i>	(Ethicon EnSeal Tissue Sealing)
53.	Terumo	<i>Quality Is in Our Blood</i>	(Blood Collection Tubes, Needles, and Syringes)
54.	Terumo	<i>The Value of Tradition and Innovation</i>	(Terumo Corporate Identity)
55.	TissueLink	<i>Simply Better Surgery</i>	(Hemostasis Technology)
56.	TryUs Home Care	<i>The ABC's of Caring for Kids</i>	(Pediatric Home Care Services and Support)
57.	TriMedics	<i>A Cut above All Others</i>	(Unique Surgical Instrumentation)
58.	UltraSite	<i>Ultra Safty, Ultra Protection, Ultra Site</i>	(UltraSite Intravenous Product)
59.	VenaFlo	<i>Access the Power of Hemodynamics</i>	(AV Access Grafts for Hemodialysis)
60.	Virdia Communications	<i>The Brandscape Specialists</i>	(Corporate and Brand Identity Programs)
61.	Virdia Communications	<i>Because Your Brand Is Everything</i>	(Corporate and Brand Identity Programs)
62.	Vivexx	<i>Expanding on Life</i>	(Carotid Stents Expand with Balloon)
63.	Vivatone	<i>Sounds So Natural, Feels So Comfortable</i>	(Hearing Instruments)
64.	Weck Instruments	<i>Advanced Optics Worth Looking Into</i>	(Surgical Endoscopes)
65.	Weck Instruments	<i>You Can Take Our Quality for Granted because We Don't</i>	(Surgical Instrumentation)
66.	Whitacre	<i>Precise Access and Control</i>	(Spinal Needles with Swift Accurate Access)