

PCA CAMPAIGN

2 PAGE ADS

AD # 1

COMET

Page 1 and 2

HEAD: **True innovations are... as comets amongst the stars**

PIC: Galaxy with comet

LOGO: PCA TM

BODY: The Most influential of new product introductions in the history of the orthopaedic industry.

AD #2

ECLIPSE

Page 1 and 2

HEAD: **Eclipsing the past... enlightening the future**

PIC: Four phases of a lunar eclipse

LOGO: PCA TM

BODY: The Most influential of new product introductions in the history of the orthopaedic industry.



