

PCA TOTAL HIP INTRODUCTION

Page 1

HEAD: **Coming Events Cast Their Shadows Before**

PIC: Hand holding femur with shadow to left of the bone
Shadow is one of a PCA Total Hip

Page 2 and 3 Spread

HEAD: The PCA™ Total Hip System*

SUBHEAD: Unlike Anything You've Ever Seen or Experienced Before

BODY:

Once in a great while, one of those events comes along unlike anything you've ever experienced before. A moment when all the familiar fragments and pieces of past knowledge fall into place. And suddenly, what you see is a new dimension, a new vision.

Such a moment in the evolution of total hip arthroplasty has occurred. The PCA™ Total Hip System of implants and instrumentation which, in your hands, is designed to reliably reconstitute the normal joint geometry of the hip and restore patients to pain-free, natural functioning mobility.

Anatomically designed, proportionately-sized prostheses maintain line-to-line contact with cement and bone over a full spectrum of individual patient anatomy, maximizing functional stability and improving stress distribution at fixation interfaces. Consequently, long-term fixation durability is greatly enhanced. Precise, step-by-step instrumentation references dependable anatomic landmarks achieving accurate, reproducible bone cuts and proper component alignment, consistently and repeatedly.

Word and pictures however cannot begin to describe the accuracy and precision of the PCA™ Total Hip System. Only by picking up and holding the components in your hands can you experience a system that is truly worthy of your surgical skills and art. Experience and see for yourself this new dimension of total hip arthroplasty.

PIC: Orthopaedic surgeon holding a post-op x-ray in front of his face showing accurate implantation.

NOTE: Client does not want to show product until introduction at American Academy of Orthopaedic Surgeons

SIGN-OFF: Howmedica LOGO

FOOT: *Patent Pending Copyright, TM, References.

