



Arthrmist Invention In Search of Licensee

An innovative new personal health product designed to relieve the painful symptoms of several common conditions, the *Arthrmist*, has been developed by inventor Catherine Carmon of Hartsfield, Tennessee. The invention's unique formula brings its users considerable relief from the considerable discomfort associated with arthritis, carpal tunnel syndrome, gout, back pain and joint stiffness.

The *Arthrmist's* proprietary features enable it to be applied through a variety of means, including spraying, massaging on skin, mixing in bath water, or misting on body after showering. The product does not interact adversely with any prescription medication. Additionally, the *Arthrmist* is absorbed quickly and painlessly through the skin. Furthermore, it is safe for use and effective for both humans and animals and has brought relief to cancer patients. *Arthrmist* will be competitively priced and made from holistic ingredients, adding to its appeal.

The product has also been developed and utilized with great success. The *Arthrmist* is also the subject of Patent Pending status within the United States Patent and Trademark Office.

Ms. Carmon now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the health and medical products industry are currently being targeted as candidates to eventually commercialize the *Arthrmist* on a worldwide basis.

Ms. Carmon recently contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *Arthrmist* to potential licensees for a 2 year period. *Innovation Direct*™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that *Innovation Direct*™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the *Arthrmist* and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of *Innovation Direct*™ at (877) 991-0909 ext. 2280 or at MR@innovationdirectonline.com.