

Category

Best Startup

Product/Solution Name

Salt Stone

Date of Approval

N/A

Indications

Dry Salt Therapy is a trusted complementary respiratory care therapy that is widely used and accepted by doctors, wellness practitioners and consumers. It's backed by decades of science and clinical studies. The post Covid-19 world is finally paying attention to respiratory health and Salt Stone is poised to dominate the at-home respiratory self-care category and bring relief and prevention to everyone who needs it

Therapeutic Categories

Sinus Relief

Nasal Congestion

Chest Congestion

Respiratory Infections

Restricted Respiratory Airways

Lung Detox

Immunity

Blood Oxygenation

Attached Files:

- W-046_MFS_FactSheet_FINAL.pdf

Background information and need for solution/product

Halotherapy, or dry salt therapy, involves breathing in air with tiny salt particles to improve your breathing. Halotherapy is considered an alternative treatment for lung problems such as asthma, bronchitis, and cough.

Halotherapy is often done in spa-like salt rooms, which can be both inconvenient and expensive. This therapy can also help you relax and may help with skin conditions and allergies.

Studies have found that halotherapy can have benefits for respiratory conditions, skin problems, and allergies.

Salt is a natural and safe ingredient. It does not have any notable side effects. It is also:

- Mucoactive, clearing up mucus from your airways
- Antibacterial, helping prevent infections
- Anti-inflammatory

- Immunity-boosting
- Anti-allergic
- Research has found that because of these properties,

Halotherapy can be used as part of the treatment of:

- Lung infection
- Throat infection or pharyngitis
- Chronic obstructive pulmonary disease (COPD)
- Smoking-related breathing problems
- Respiratory allergies
- Asthma
- Bronchitis
- Cold or cough
- Pneumonia
- Sinusitis
- Rhinitis
- Tonsillitis
- Cystic fibrosis

Halotherapy can also be used to treat breathing problems caused by COVID-19, improving your breathing and the amount of oxygen in your blood.

History

In the 12th century, the practice of visiting salt caves for therapeutic reasons was common in Eastern Europe. In the 1800s, salt miners in Poland found a more modern version of what's now halotherapy. Despite working in mines all day, the Polish miners didn't have any respiratory conditions and were unusually healthy. They weren't likely to get the colds or coughs that were common among other people.

Research showed that the salty air the miners breathed helped keep their lungs free from infection and allergies.

Attached Files:

- Why We Developed Salt Stone.pdf

History of the development of the solution/product

Why We Developed Salt Stone

Amid a pandemic that brutally attacks the respiratory system, it should come as no surprise that products designed to bolster lung health and purify the air we breathe have cropped up, forming a nascent personal care subcategory of respiratory wellness. As the founder and creator of Salt Stone and an immunocompromised individual, this product was developed from a personal need for respiratory health support combined with the lack of natural, proven options in the market for lower and upper respiratory health and healing.

The global respiratory care devices market is driven by factors such as increase in prevalence of respiratory diseases, rapid urbanization, rise in pollution level, growth in geriatric population, and

increase in smokable consumption worldwide.

According to the World Health Organization, the combined effects of outdoor and household air pollution lead to approximately 7 million premature deaths every year, usually as a result of stroke, heart disease, lung cancer, chronic pulmonary disease and acute respiratory infections.

60% of all visits for physicians in this country per year are respiratory-related

There are 37M Americans living with a chronic lung disease or condition

Americans with asthma are 25M and growing. This equals to about 1 in 13 Americans, including 8 percent of adults and 7 percent of children.

About 20 million U.S. adults age 18 and over have asthma.

More than 50M Americans experience various allergies, the 6th leading cause of chronic illness in the U.S.

Sinusitis affects 1 of 7 adults in the U.S.

COPD makes breathing difficult for the 16 million Americans who have this disease. Millions more people suffer from COPD, but have not been diagnosed and are not being treated.

The direct physiological effects of emotion or stress (anxiety, panic symptoms, affective disorders) on the airways exacerbates existing respiratory issues and can result in deterioration of pulmonary function and prevent proper breathing.

The market for respiratory care devices has experienced a paradigm shift from stationary to portable devices. This has been a significant trend in the industry.

We have a working prototype of Salt Stone that is designed for manufacturing and ready to be produced. We have tested the device with consumers on Facebook and Instagram, know who our target audience is and have 400 pre-orders waiting to be fulfilled.

Attached Files:

- MFTS_04_2023_Galien.pdf

Why this solution/product is innovative, the broad implications for future research, and/or how it will improve the human condition

Innovation

Salt Stone provides a natural therapy that has been used by doctors and wellness practitioners for hundreds of years. Most people do not have access to a dry salt therapy treatment center – especially since Covid caused so many to close - so we made it our mission to capture this healing experience and bring it to the home through our innovative, patent-pending halogenerator, in order to empower daily respiratory wellness through ease-of-use, convenience and beautiful design. This is a product that belongs on a counter, not under it. We used proprietary design to create an organic, natural product

look and feel so it can live visibly and functionally in a home environment.

We recognize the need for a proven, natural, easy-to-use, affordable at-home respiratory care device in the face of increasing respiratory diseases and conditions that prohibit people from breathing freely and living fully.

Everyday air is bad and getting worse. According to the WHO, 1-in-9 people breathe dirty air. Complementary at-home care that will improve healthy outcomes, relieve respiratory symptoms and minimize distress, support the lungs natural detox function and boost immunity – without drugs; without leaving home; without worry of side-effects - will improve quality of life and the human condition.

Unfortunately, chronic respiratory diseases have received proportionately less public attention and research funding than other disease entities. That was, however, until Covid-19 put a new and urgent focus on our lungs. We believe future research is needed to provide usage scenarios for consumers as well as wellness and medical professionals and to develop both qualitative and quantitative learnings so we can improve the product, the experience and therefore healthy results for more people, more efficiently and effectively.

Attached Files:

- Salt Stone Innovation.pdf

Please provide appropriate references (ie Pubmed links)

<https://pubmed.ncbi.nlm.nih.gov/34828649/>

<https://pubmed.ncbi.nlm.nih.gov/32827399/>

<https://pubmed.ncbi.nlm.nih.gov/36618788/>

<https://pubmed.ncbi.nlm.nih.gov/32687298/>

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- Pub Med Links.pdf