



## How the Lightweight handSteady® Cup with a Large Rotatable Handle™ and Hidden Lid™ STOPS SPILLS and Increases Control for People with Weak Grip, Tremor, Stiffness, Limited Dexterity, Joint Pain.

Summary Letter For *Resellers, Charities, Healthcare Professionals and Individuals*

Dear Friend

Thanks for your interest. It's been a pleasure to meet you today at NAIDEX and show you how the handSteady drinking aid works.

I'd like to send you more information, so please email me at [chris.peacock@handsteady.com](mailto:chris.peacock@handsteady.com) & I'll email back straight away.

### I Created this Product at First to Help a Family Member...

He has a health condition that causes weak grip, tremor, stiffness, limited dexterity and reduced balance. I could see how this affected holding a cup safely.

Other drinking aids weren't able to give the results I wanted for him such as safety, control, steadiness, confidence and dignity.

So as an inventor, I worked with 109 health professionals and individuals with various health conditions to develop the handSteady cup with a rotatable handle and unique lid using advanced materials. Our greatest breakthrough was discovering the many benefits of making the handle of a cup rotatable.

### ... Whilst doing a Masters at the Royal College of Art...

I started working on handSteady whilst doing an MA in Industrial Design at the Royal College of Art. Since then it's won awards from *Dyson, Lord Snowdon, Help the Aged* and *The Guardian*.



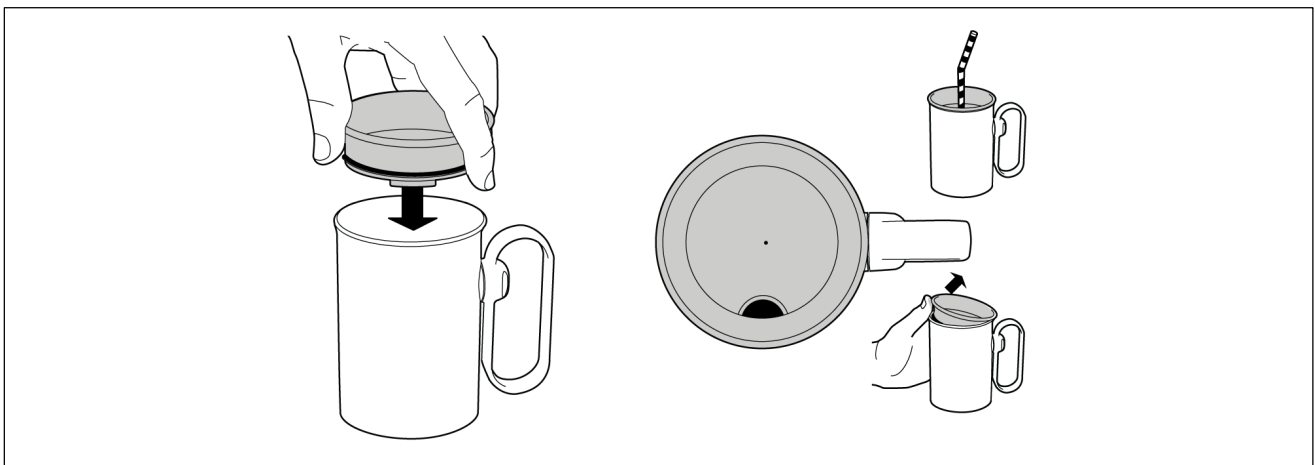
Royal College of Art  
Postgraduate Art & Design



GUY'S AND ST THOMAS' CHARITY lent £50,000 to produce the tools to create this product, which is made by a process with 800KG of steel. Dr Wright from the charity said, "We are delighted to have supported the development of handSteady, which is such a simple idea that promises to radically improve the quality of life of people living with a health condition."

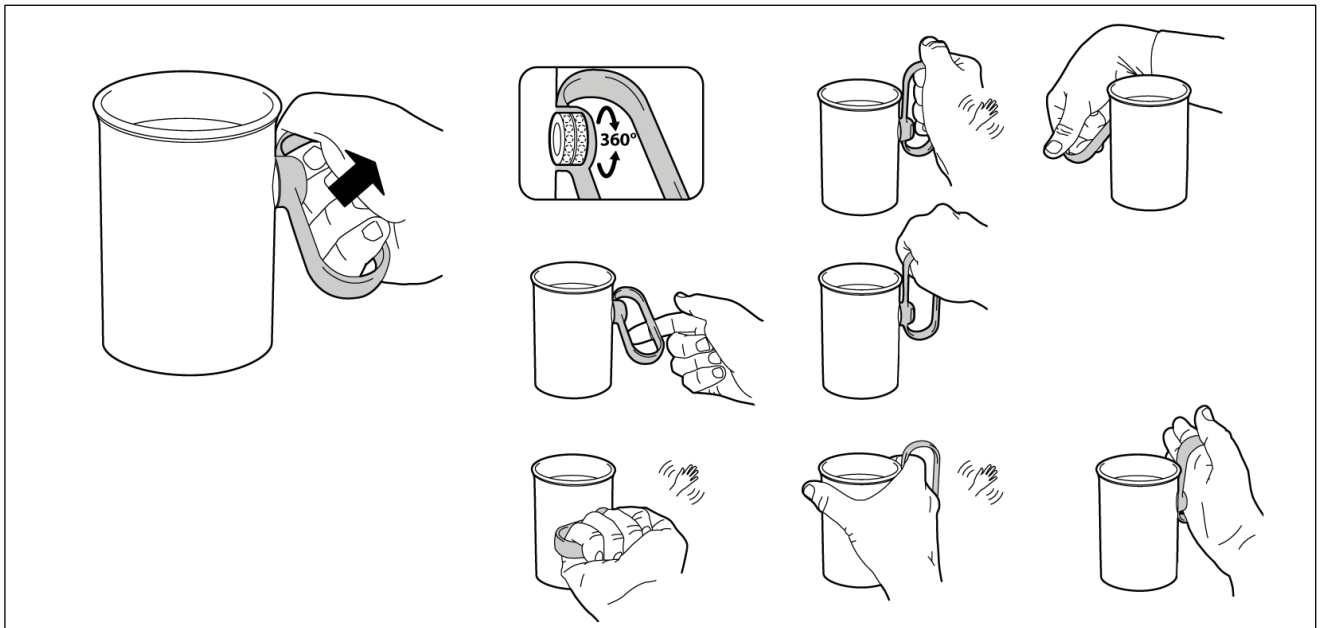
### How to use handSteady® in 3 Simple Steps

STEP 1 – Start by placing the handSteady® HIDDEN LID™ on the cup

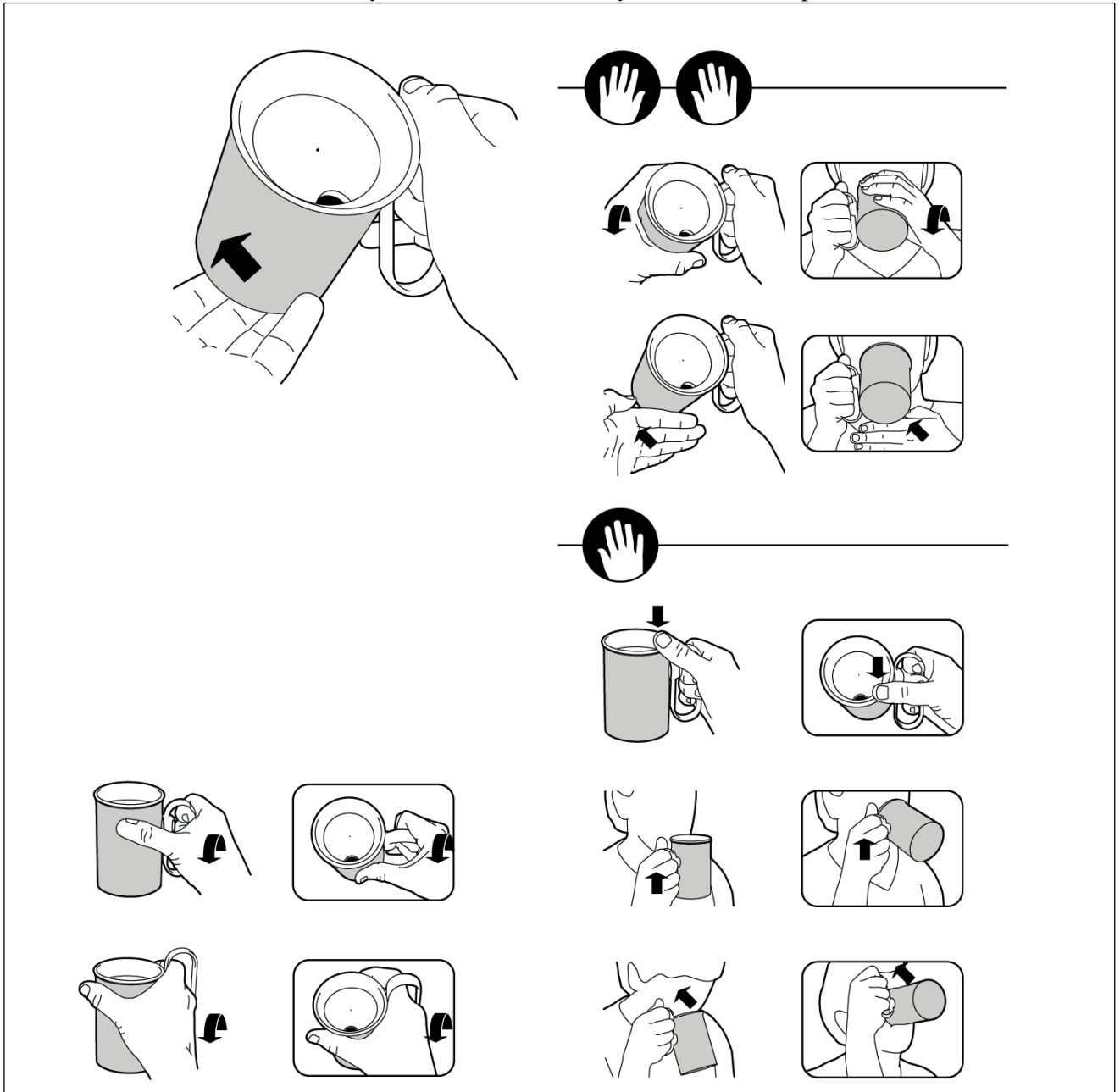


"Leave it to a Brit to make sure everyone can have a cuppa." 



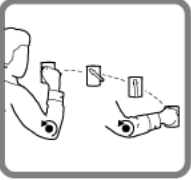



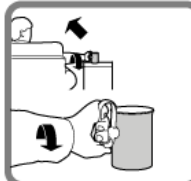

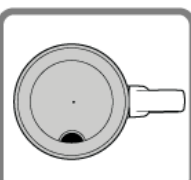
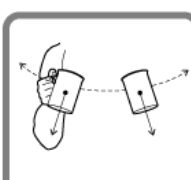


**STEP 2 – Grip the ROTATABLE HANDLE™ with up to 4 fingers in a comfortable and secure way**



**STEP 3 → Hold the handle close to your mouth and tilt with your other hand, lips or same hand**



## .. the 15 Ways the handSteady® Cup and Lid Specifically Benefits People..

	<b>#1</b> Extremely comfortable to hold with up to 4 fingers		<b>#2</b> Easy to lift as it's made from lightweight material		<b>#3</b> Hold handle at a comfortable angle and gravity keeps it upright
	<b>#4</b> No need to bend your wrist when grasping & lifting the cup		<b>#5</b> Increase control when tilting with one or two hands		<b>#6</b> Get more stability, as no need to raise elbows
	<b>#7</b> Hold the handle in stable positions where tremor is less		<b>#8</b> Works well as a feeder cup, with the user or carer tilting cup		<b>#9</b> Easy to reach for with back of hand without twisting torso
	<b>#10</b> Less spills when drinking in bed as can bring closer to mouth		<b>#11</b> Hidden Lid reduces speed of liquid flow		<b>#12</b> Liquid stays in cup if arm awings due to centrifugal force
	<b>#13</b> Straws held upright as fits well in lid and it self-levels		<b>#14</b> Drinks stay hotter for longer as Hidden Lid™ stops heat loss		<b>#15</b> Looks like an ordinary cup & retains dignity when socialising

Since July 2012, over 800 people in 19 countries use handSteady® up to 4 times a day to stop spills and increase control when drinking. Ever month we receive numerous life changing testimonials. Here's a few of them, to give you a sense of the results this product gets.

### Case Studies



"We continue to be impressed with the design of the product and confirm that Brian is now able to drink a hot drink without having to wait for it to cool down. In addition, the reduced weight of the cup is far superior to any other cup/mug that we might have in the house (including bone china) which makes lifting a full cup of hot liquid far safer. The overall design of the product means that Brian can now confidently drink any hot beverage without fear of scolding."

**Brian and Janice Wilson, Welwyn Garden City**



"I have got Multiple Sclerosis. I was diagnosed 20 years ago. And the control of my hands in using a cup has got worse. It makes me feel very self-conscious about spilling and about being in difficult situations socially. handSteady makes me feel much more confident about the activity of drinking, controlling the cup, putting it down and using it without spilling it. It's good because I can use my mouth to move the cup"

**Judi Brums, Surrey**

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"*Ordinary cups* are awkward because my hand is not so strong and I find the cup slips out of my fingers because I haven't got the grip – and it can go anywhere as it's very awkward to hold. *Whereas, handSteady* makes me feel quite secure in drinking, because I've got the control of the cup with a bigger handle and the way it swings into your mouth. It's a lot easier to tilt into the mouth. The cup's handle is very good to hold. I can put all of my fingers through because it's quite wide. And I can hold it with the other thumb to get control over it. Much better."

**John Brown, Croydon**

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"I have found this cup very easy and safe to use with hot or cold drinks. I did think it expensive to buy. But the fear of tipping a drink down my self has gone. And I do not use any other cup now."

**Margaret Edwards, West Midlands**

If you're a **retailer**, I'd like you to consider adding handSteady® to your range. The product provides a number of results for users that other drinking aids aren't able to provide, offers a solid product line for your business and increases the range of drinking aid price points within the drinking aid category. Our wholesalers include Patterson Medical and Able2. Please email me to get the *Reseller information pack*.

If you're a **charity**, I'd like you to consider being a referral partner. Muscular Dystrophy Campaign, Parkinson's UK and the National Tremor Foundation are some of our existing partners. They email their members about handSteady® and feature the product on their website. If people click on the special links to our website and order a handSteady, we give you some of proceeds. This enables you and us to grow an ongoing mutually beneficial partnership. Please email me to get the *Referral Partner information pack*.

If you're a **healthcare professional**, I'd like you to consider investing in one demonstration model and then using our *Product information pack* to print out and give to your clients. This pack has a mail order form which individuals can use to place their order. Please email me to get the *Product information pack*.

If you're an **individual** and interested in getting a handSteady for yourself, or for a loved one, then I'd like to send you a product information pack so that you can make an informed intelligent decision about whether you'd like to invest in a handSteady cup and try it with a 100% money back guarantee for 4 weeks. The information pack can also be saved, printed and shared. Please email me to get the *Product information pack*.

My email is [chris.peacock@handsteady.com](mailto:chris.peacock@handsteady.com). I look forward to hearing from you!

*Chris Peacock*

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