

## **Bleep for a Good Night's Sleep:**

### *How an Innovative CPAP "Maskless" Solution will Transform Therapy*

**The most effective CPAP masks are the ones worn comfortably by sleep apnea patients.** However, finding the right CPAP mask is easier said than done. Many of us have been there before; it's a much bigger issue than you might realize. Did you know that up to 20 million (yes million) people have sleep apnea in the United States? Pretty amazing isn't it? And that number is growing by over 7% a year in the USA and 16% worldwide. Yet, nearly 50% of them fail out on therapy and CPAP masks contribute significantly to that. That means a lot of patients are unsatisfied. According to our research, nearly 80% of CPAP users would not even recommend their own mask.

That was something that our founder, Stuart Heatherington, a 20 year Sleep Technician (RPSGT) and 18 year CPAP user learned first-hand from his own therapy and observing actual patients struggle not only in the lab setting, but at home, too. The failure rates were as large as the list of complaints. That's why he created the Bleep –DreamPort Sleep Solution.

If you suffer from obstructive sleep apnea chances are you have tried continuous positive airway pressure (CPAP) machines and masks; or at least your doctor has recommended it to you.

Doctors recommend CPAP as a treatment for sleep apnea more often than other treatments because, if done properly, it is highly effective, and it does not involve the risks and discomforts



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associated with surgeries<sup>1</sup>. Long considered the gold standard for therapy, CPAP has the potential to improve sleep, energy<sup>2</sup>, and mood<sup>3</sup>. However, as you likely know if you've tried CPAP, there are a number of problems with existing masks that make CPAP uncomfortable and therefore ineffective for some patients. If you've struggled with CPAP, you're not alone. Up to half of the patients who are supposed to use CPAP do not wear their masks enough to achieve the desired benefits<sup>4</sup>.

There are a number of reasons you may find your CPAP mask wearing experience less than satisfactory according to a National Institute of Health (NIH) study. That study identified these common problems with wearing CPAP masks<sup>5</sup>:

- Frequent awakenings during the night due to mask leaks
- Claustrophobia
- Nasal discomfort
- General mask discomfort

In an effort to overcome challenges associated with your CPAP treatment, you may have tried out multiple sizes of nasal or nasal pillow masks, putting gel pads between the mask and your skin or just wearing it for part of the night. However, regardless of which specific approach you've taken, it is likely that you have not had a particularly positive experience and are still searching for a better CPAP mask therapy. The team at Bleep has worked



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<sup>1</sup> Victor, 2004; Wolkove, Baltzan, Kamel, Dabrusin, & Palayew, 2008

<sup>2</sup> Wolkove et al., 2008

<sup>3</sup> Redline et al., 1998

<sup>4</sup> Victor, 2004

<sup>5</sup> Canadian Journal Volume 15(7); 2008 Oct PMC2679572

tirelessly to create an innovative CPAP “maskless” solution that can deliver effective CPAP therapy without the discomfort and usage issues.

**...so Bleep created the DreamPort Sleep Solution that ensures a restful and comfortable night’s sleep.**

The Bleep CPAP team did extensive customer research to determine how to design a CPAP mask that better satisfied patients’ needs. The research with existing CPAP mask wearers validated the NIH study and took it further – clearly revealing the top issues, among 34 specific mask needs, which cause user dissatisfaction with CPAP masks. The Bleep team used the results to totally reconceive the customer experience, eliminating traditional headgear and other pain-inducing apparatus such as oral holders or nasal bridge devices. The resulting Bleep - DreamPort Sleep Solution is a one-size-fits-all alternative “maskless” option with the following features:

- *Performance Meets Comfort* – The Bleep –DreamPort Sleep Solution is lightweight and formed to fit you. It uses a soft, pliable, hypoallergenic tape that keeps two small nasal ports attached to your nose to help you breathe at night. There is no headgear, and no hard materials touch any part of the face. This design eliminates facial soreness or those ugly headgear lines in the morning.
- *Uninterrupted Sleep* – Unlike other CPAP masks on the market, the Bleep - DreamPort is held securely in place and does not slip on your face or leak when you move around in bed. That’s because the tape is as strong as it is



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gentle on the face. No one wants to be awakened by the dreaded hiss of a mask leak. Rest assured, you won't have to with Bleep. And, in the morning, the Bleep – DreamPorts can be removed quickly and painlessly – with no visible signs on your face.

- *Convenience* – Bleep - DreamPort helps avoid the trial-and-error period associated with identifying other mask options through frequent trips to the doctor or supplier. DreamPort truly is one size fits all. And with Bleep - DreamPort, there is no need to figure out when to replace your mask because each night you use two new, disposable breathing ports in conjunction with your DreamPort Sleep Solution – clean and bacteria free.
- *Environmental Protection* – Bleep is a company concerned about the environment. The small nasal ports are recyclable. Just peel back the tape and throw the tubes in the recycle bin. As we like to say, our masks are both clean AND green.

Given all the ways that Bleep – DreamPort Sleep Solution transforms the total patient experience, including sleep comfort, mask fit and eliminating air leaks, Bleep will undoubtedly change lives as people get the restful sleep they've been missing. Deeper and better sleep means higher energy levels, improved memory function<sup>6</sup>, reduced heart disease and stroke risk<sup>7</sup> along with many other important health outcomes.

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<sup>6</sup> National Center for Biotechnology:  
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2645251/>

<sup>7</sup> American Academy of Sleep Medicine: [www.sleepeducation.org/essentials-in-sleep/cpap/benefits](http://www.sleepeducation.org/essentials-in-sleep/cpap/benefits)



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Isn't it time that CPAP lives up to the promise of better sleep?  
That it fulfills all the benefits you expect. We think so. And you  
will to with the help of Bleep. The sleep you deserve. The sleep  
solution you need.



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## About the Company

Bleep is a company that has been deeply connected to the sleep apnea community. Our founder and CEO is Stuart Heatherington, an RPSGT and inventor who has suffered from sleep apnea and used CPAP therapy since 1998. Stuart knows firsthand both the benefits of CPAP and the problems and concerns that lead many users to refuse or abandon therapy. Those experiences drove the development of a new approach to ensuring adequate air supply and uninterrupted breathing during sleep without the conventional masks, straps, and other encumbrances that can compromise a great night of rest. Our mission is to deliver the world's smallest, lightest and most comfortable CPAP solution.

## Additional Resources and Reading

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