

## **Novokid – Israeli invention: The revolutionary device for the destruction and prevention of lice will be presented at one of the most important pharma exhibitions in the world.**

**The innovative device named SHINE, is used for the treatment and care of hair, will be unveiled by the company at the exhibition.**



[Talk about it at the stock exchange and capital market forum](#)

The CPHI Worldwide exhibit takes place in Spain and is considered one of the most important exhibitions in the world.

Participation in the exhibitions comes after successful penetration into the Israeli market and is due to a desire to break into global markets.

TechCare is a technological company that is OTC traded on the US stock exchange. It deals with technologies for the evaporation of active natural substances from plant sources for a variety of health and biotic treatments. One of its leading products is the Novokid device, which presents a breakthrough in lice destruction and prevention treatment. TechCare will participate in the CPHI Worldwide exhibition in Spain between 9-11 October, where it will present the technology behind this innovative device.

The CPHI Worldwide exhibition is one of the leading exhibitions in the world for pharma and medical innovation. Over 45,000 people from over 150 countries attend the exhibition. They represent leading companies from all over the world and exhibit OTC pharma products and technological innovations in the field of medical devices.

TechCare will present the Novokid device and its next generations at the exhibition. It will also unveil a new innovative device branded SHINE for the treatment and care of hair.

The sponsor and company Chairman Zvi Yemini, Deputy Chairman Haim Lampert, and CEO Doron Biran will represent the company at the exhibition.

Zvi Yemini: "The launch of the Novokid kit and capsules in Israel has been very successful, and the device is found in thousands of homes around the country today; tens of thousands of people are using it and are satisfied with it. By participating in the exhibition, which is one of the largest and most important pharma exhibitions in the world, we aim to develop new markets and to spread the message about the use of Novokid to the countries of the world."

Yemini added: "I expect that since we have succeeded above and beyond with the device in Israel, we will also succeed in introducing Novokid and complementary products to other markets. We are already marketing the product in the Netherlands and are in advanced stages of contact for the marketing of the product in Europe, South America, Africa and Asia. The device and capsules are easy to use, and the treatment only uses natural substances. These factors have led to the product's enormous success among users in Israel and have fueled great interest around the world. Interestingly, while carrying out treatments, it became clear that the treatment with capsules improves the quality and health of society's attitude toward these developments."

Novokid was launched in Israel last May. The company simultaneously began marketing the product in Europe. Novokid has been approved by the Israeli Ministry of Health (MOA) and has received CE certification by the European Union and ISO standard. It is the first medical device of its kind in the world to eradicate and prevent lice. The Novokid treatment is unique in that it is natural, short, dry, effective, and takes only 10 minutes. The active ingredient in the capsules is a 100% natural plant-based blend and does not contain any chemicals, pesticides or silicone. It is non-greasy and is suitable for all family members (children aged 4 and older).

TechCare, along with graduates of the Weizmann Institute and leading physicians and researchers, has developed an innovative technology protected by international patents, which evaporates active plant-based substances for a wide range of health and biotic treatments. This technology was developed by scientists who graduated from the Weizmann Institute and will be used to develop future products by TechCare.

Novokid cost over 5 million USD to develop. Hundreds of successful tests on the heads of women and children in laboratory conditions have proven beyond a doubt the efficacy of the Novokid capsules' active ingredient compound and unique evaporation technology.

The treatment kit includes: a Novokid device with a three year warranty, a set of four capsules for the treatment and prevention of lice, a reusable treatment cap and accessories. Additional capsules may be purchased for reuse and preventative treatment. The use of Novokid is more cost effective in treating and preventing lice over time compared to various other remedies available on the market.