



Press Release

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For Immediate Release

Monica Kulesa, MAS, introduces the Liv® breast self-exam aid co-developed by Olivia Newton-John.

Dover, DE — Monica Kulesa, MAS, owner of ESS, and an independent representative for Geiger, recently received intensive training and certification for the Liv® breast self-exam device in Phoenix, AZ. The mandatory training included a comprehensive study of breast cancer, early detection and the benefits of the Liv® breast self-exam device.

The Liv® is a Class II FDA-cleared medical device endorsed and co-developed by Olivia Newton-John, breast cancer survivor, and Dr. Ernie Bodai, a world-renown breast surgeon. It was designed to assist women and increase the effectiveness of breast self-exams. Often a lump that is detected using the Liv® cannot be felt with a bare hand. The Liv® reduces the friction between the fingers and the breast tissue, allowing the fingers to glide smoothly over the breast area via the liquid inside. It makes everything appear 10 times larger to the touch than it really is.

The soft, heart-shaped pad uses exclusive Dureflex® thermoplastic polyurethane (TPU) material from Bayer Science and is filled with a non-toxic food-grade refined white oil, to deliver the ultimate comfort and effectiveness.

Livgeiger™, a new business unit for Geiger, is the exclusive distributor of the Liv® for the United States and Canada. The mission of Livgeiger™ is to assist Olivia Newton-John with her vision “that all women will have a Liv® and love themselves enough to take charge of their own breast health.”

Headquartered in Lewiston, Maine, Geiger is the largest privately held promotional products distributor in the nation. Geiger operates 15 division offices across the US and is affiliated with over 550 independent sales representatives. The company is also an internationally renowned manufacturer of calendars and planners and the sole publisher of the world-famous **Farmers' Almanac™**.

For more information contact Monica Kulesa, MAS, Certified Liv® Specialist, mkulesa@geiger.com, (302) 698-1220, www.ESS-Geiger.com.