



**Clip Different**™



*The world's first automatic fingernail clipper that **safely** and **effectively** trims fingernails at the touch of a button (regardless of your physical ability).*

## **Current Market Situation**

Sometimes the most basic activities can be the most challenging and the most humbling. Picture your standard nail clipper. It's typically made from steel, a few inches long, with a compound lever that creates enough pressure between blades to cut a fingernail. That basic design hasn't changed for over 80 years!

There is not a good solution for people who have difficulties cutting their nails due to age, arthritis, limb loss/difference, limited vision, loss of strength and/or dexterity due to illness, accident or disease.

Regardless of your abilities or preferences, you're the reason ClipDifferent Pro exists.

## **Product Overview**

ClipDifferent Pro is an award-winning, patent pending assistive device that is precisely engineered so skin will not get in contact with the trimming mechanism. The Pro leaves nails with a smooth finish, lasts months between charges and features an ingenious drawer for catching messy clippings. Caregivers restore faith & time with a totally safe & enjoyable experience. Users gain a little independence and confidence...people always smile when using the ClipDifferent Pro. 😊

### **Media Contact**

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# Who Is ClipDifferent For?

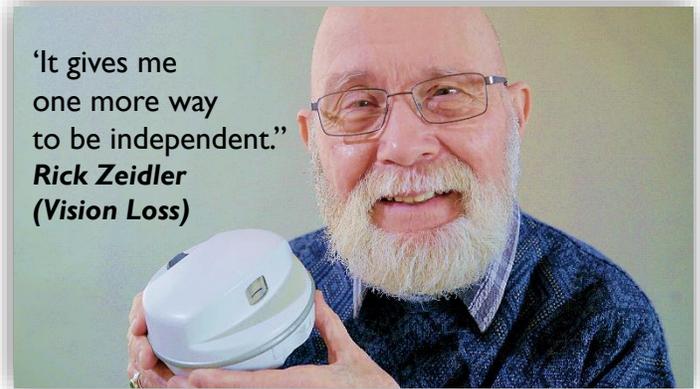
"Being able to do things for yourself makes all the difference in the world."

**Ruth Bachman**  
(Cancer Survivor and Amputee)



"It gives me one more way to be independent."

**Rick Zeidler**  
(Vision Loss)



"I cannot use my hands to clip my nails. Using the Pro was incredible. I put my fingernail in and I didn't have to worry about my skin. It clipped my nails nice and clean. It's so simple."

**Rick Ebner** (Living with MS)



"I think anyone who has challenges with fine motor skills will find the Pro fabulous."

**Geno Mucciacciaro** (Disabled Veteran Living with Neurological & Central Nervous System Issues)

## Designed with You in Mind. ClipDifferent is for...

### Any adult who has challenges trimming their nails due to:

- The loss of strength or dexterity in their hands from aging, arthritis, swelling, an accident, illness or disease
- Neurological issues
- Fear of injury
- An increased risk of infection or bleeding
- Vision loss
- Limb Loss/Difference

**Caregivers who want to make nail clipping safer, easier, and more convenient for their patients.**

[REAL STORIES. REAL PEOPLE.](#)



# Features/Benefits

*Pain-free, Mess-free. Stress-free.*

## **UNIQUE**

Clip your nails using one hand with a simple touch of the "on" button.

## **SAFE, PAIN-FREE**

The carefully engineered fingernail slot prevents skin from coming into contact with the trimming mechanism.

## **SECURE**

The non-slip base allows the Pro to rest securely on any smooth surface.

## **SMOOTH**

The precise design ensures fingernails are left feeling smooth with no need for filing.

## **RECHARGEABLE & PORTABLE**

One charge is sufficient for months of use and easy to bring on the go.

## **MESS-FREE**

Trimmed nails are neatly captured in a drawer so there is NO mess and the drawer slides out easily for quick dispensing.

## **BUILT-TO-LAST A LIFETIME**

Surgical grade, stainless steel blades, high quality durable components. Lasts for a lifetime of clipping!

## **SPECS**

For fingernails only, ages 9+, weighs 14 ozs., and measures 3"x5", contains rechargeable NiMH batteries, one charge lasts for months.





# How It Works

Make sure unit is fully charged.

Press Power Switch to ON.



Insert the tip of the fingernail to the desired length you'd like to be trimmed.

Turn finger slightly to round off the rest of the nail edge to ensure a smooth finish.

Remove nail clippings from drawer.





## The Power of One Small Thing

It all starts with Tom McMullen Jr. (the heart, soul, and inventor of ClipDifferent). Tom has always had an eye open for those who have to work harder for things that most of us take for granted. He learned this first-hand at early age when his sister was born with polio and had to acquire “extra-abilities” to get through the day.

That became an incredibly important lesson when his wife Trudy was diagnosed with progressive health issues and Tom searched for ways to make her life easier. He again learned that some of the simplest daily tasks are nearly impossible when you have physical challenges or differing abilities. His sense of purpose and deep rooted devotion to others has been the driving force and inspiration in the journey in developing the ClipDifferent Pro.

These life experiences (and a few pesky product ideas he couldn't shake) inspired Tom to create ClipDifferent, a registered *generic benefit corporation* whose mission is to make life a little bit easier by developing products for people of different backgrounds and abilities.

We're proud to offer the ClipDifferent Pro as the first of many products developed!

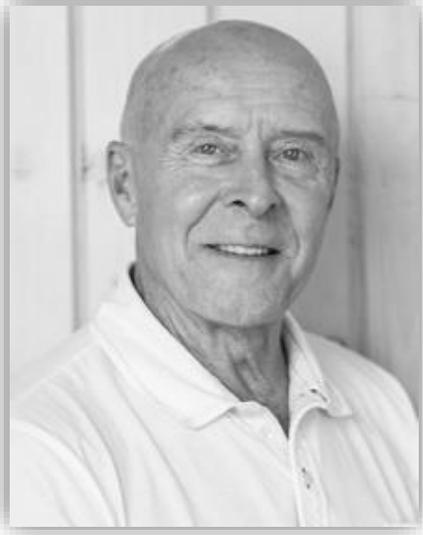




# About ClipDifferent

*We believe each person has a story which can inspire and empower others.*

*At ClipDifferent, our story includes a group of socially-minded collaborators who aspire to create innovative products that can leverage the power of how one small thing can make a huge difference.*



## **Tom McMullen Jr., Creator of ClipDifferent™ Clippers**

Tom has always had a soft heart and an eye open for those who need it. Tom learned at early age when his sister was born with polio what it meant to care and put others first. That served as a benchmark for him for the rest of his life.

His wife of 40 years, Trudy, had progressive health issues and Tom always looked for ways to make her life easier. He learned that some of the most simple daily tasks are nearly impossible when you have physical challenges.

His sense of purpose and deep rooted devotion to others has been his driving force and inspiration in the journey in developing the ClipDifferent.

## **ClipDifferent Team**



**Dave Shusterich**  
*Business Strategy &  
Operations*



**Melanie McMullen**  
*Sales, Marketing & PR*



**TJ McMullen III**  
*Technology & Customer  
Relations*



**Jennifer Miller**  
*Business Development  
& Partnerships*



**Matt Osterman**  
*Marketing Strategy,  
Digital & Film*

## **Advisory Board**

- Ruth Bachman, Author, Public Speaker, Cancer Survivor, Amputee - As an influential person nationally as well as an amputee, she will advise us communicating with the Limb Loss/Difference market. She is also involved with many medical or business professionals, faith-based groups and community organizations and will guide us in best practices in partnering with these groups.
- Barbara De Laere, SVP/Global General Manager, Aveda Corporation - Barbara specializes in operational marketing, product development, general management and managing a conglomerate of countries. Her career spanned three continents and 33 countries and 10 brands. She will help ClipDifferent, Inc. find creative, innovative ways to enrich everyone within the company, our partners and everyone who touches the ClipDifferent brand.
- John Sacco, CEO, AmeriStar Mfg Inc. - Ameristar Mfg Inc. is a family owned Precision Metal Fabrication Company located in Mankato MN founded in 1964. Ameristar employs over 50 people and has yearly Revenue of 6MM
- Anna Klombies, SVP of Human Resources, SportsEngine - She will bring her expertise in leading human resource practices with a focus on an employee-oriented culture that emphasizes empowerment, quality, goal attainment and the recruitment and ongoing development of a superior workforce