

FOR IMMEDIATE RELEASE

Austin, TX – March 2nd 2015

HyGIEaCare, Inc. to provide an improved prep for colonoscopy

AUSTIN, TX – January 19, 2015 – HyGIEaCare, Inc. (www.hygieacare.com) today announced its commencement of operations to provide a simpler and easier bowel prep prior to colonoscopy. Gavriel (Gabi) Meron, founder and former CEO of Given Imaging, the company that successfully pioneered Capsule Endoscopy and brought the PillCam to the world, has partnered with Texas-based Lifestream Purification Systems, LLC, the global leader in the design and manufacture of “open” colon irrigation systems, to form HyGIEaCare, Inc. and to bring the FDA-cleared HyGIEaCare Prep System exclusively to the GI world.

According to a recently released US Multi-Study Task Force Consensus Statement on Adequate Bowel Cleansing for Colonoscopy, nearly one quarter of all colonoscopies are reported to have inadequate bowel prep. An incomplete oral prep makes it difficult to detect precancerous lesions and to treat them early for effective prevention of colon cancer.

“There is a clear need in the market for an improved method to prep prior to colonoscopy, and the HyGIEaCare Centers that we are establishing will allow patients to benefit from an easy, same-day prep that will provide gastroenterologists with consistently clean colons, allowing them to provide better patient outcomes,” said Gabi Meron – Chairman and CEO of the Company. “Our experienced team is planning to leverage on our proven Prep System and scale-up the HyGIEaCare Centers throughout the US and the world.”

The first HyGIEaCare Center will open in Austin, Texas in early 2015. The Company has launched its new website, www.hygieacare.com.



About HyGIeaCare, Inc.

Gavriel (Gabi) Meron, Chairman and CEO -- founder and former CEO of Given Imaging, the Company that successfully brought the PillCam to the world -- partnered with Texas-based Lifestream Purification Systems to form HyGIeaCare, Inc. to bring the HyGIeaCare FDA-cleared Prep System exclusively to the GI world.

The goal of HyGIeaCare is to provide unique services and solutions to gastroenterologists to deliver better GI outcomes for their patients and their practice through a chain of HyGIeaCare Centers to be established in the US and throughout the world.

About Lifestream Purification Systems LLC

Rocco and Amy Bruno founded Lifestream in Austin, TX in 2000, an ISO 13485:2003 certified medical device company for the design and manufacture of Class II RX ONLY colonic irrigation devices (branded Angel of Water CM-1 and rebranded the HyGIeaCare Prep System in 2014 for the GI market) and Class I [Exempt] enema kits. Lifestream has sold its products in over 35 countries primarily in the medi-spa market since FDA clearance in 2002 and CE marking in 2006.

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