



# NEWSLETTER & ANNOUNCEMENTS



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## Newsletter - August 2024

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### WORDS MATTER!

In the April newsletter, just prior to our Annual Conference, we discussed the importance of avoiding making “claims” in your marketing materials. Since this benefits all of us, we have now developed **policies for marketing materials** (online, hard copy, or word of mouth).

Attached is a copy for your reference, which is also posted at the **Licensee Portal**. These are requirements, so please review your materials for compliance and make any necessary changes.

At the Conference, we had the privilege of learning from **Leah Amir**, a long-time expert in regulatory compliance matters. She spoke for an hour, joined us in our social events, and even stayed the second day of the conference, allowing us to get to know her better. Leah was kind enough to share her vast experience and gave us permission to record her valuable presentation on video. We are completing the editing of that video and will provide a link for you in the next newsletter! Just another benefit of your PIR license!

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### INFORMATION ABOUT THE EYEROBO® FC INTELLIGENT CAMERA

Another highlight from our conference was a demonstration of the **Eyerobo®** by **TTI Medical**, which Well Cell is proud to recommend.

This is a **Next-generation Intelligent Non-Mydriatic Fundus Camera** that takes a color fundus photo of both eyes in less than 60 seconds with one click. The device is lightweight and portable, weighing only **6 kg**. It interfaces with various medical systems to achieve **one-stop vision management** for doctors and patients.

This high-resolution megapixel camera detects ophthalmic diseases such as:

- Diabetic retinopathy
- Macular degeneration
- Hypertensive retinopathy
- Myopia degeneration
- Glaucoma
- Thyroid eye disease optic neuropathy

**Pricing Options:** Available for purchase and rental.

**Contact Information:** [info@ttimedical.com](mailto:info@ttimedical.com) | (925) 553-7828

[Download the Eyerobo® Flyer](#)

Well Cell will be utilizing this **Fundus Camera** in its ongoing research, studies, and trials.

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## **2024 WELL CELL SUMMER CONFERENCE - HIGHLIGHT REEL**

**Click and enjoy!**

[Watch the Highlight Reel](#)

For those of you who made it, look to find yourself or a friend. If you didn't, you missed out!  
We're looking forward to seeing everyone next year!