

**Results of a Study of the Effects of Non-Transdermal Transparent
Holographic 'Sinus' Chip Application for Sinus Relief
(Cieaura SinusAllergy Relief Chip)
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Introduction

This document is a study of anecdotal data gathered by Cieaura, LLC. From data collected from March 18th to July 31st of 2010. Harmonic FM recently introduced a new product called the “sinus chip”. It is used in the CieAura product marketed as “Sinus Allergy Relief”. The sinus chip product is designed to improve the body’s response to allergens in the sinus regions. After proper placement of the sinus chips on the subject’s body, the subject’s sinus regions should have an enhanced response to allergic reactions typically caused by seasonal allergens, such as hay fever, nose irritation and congestion, watery eyes, etc. Harmonic FM/CieAura set out to gain feedback through a study of its customer base on the effectiveness of this new product and sent pre-production samples to a number of customers along with a survey questionnaire to report customer experiences. This report discusses the results of this study.

Background

This study is to document the effectiveness of a charged holographic chip, produced by Harmonic FM, to provide relief from congested sinuses. Application of non-transdermal transparent holographic chips have not yet been proven by clinical testing to be effective due to the lack of clinical trials and studies conducted and published on the subject. No known studies have been made to date to assess the effectiveness of holographic technology to improve sinus drainage.

Millions of Americans suffer the discomfort of sinuses that do not drain. This can be due to allergies, colds or just heavy pollen counts. Normal drugs used to provide relief often have unwanted side effects. Harmonic FM’s transparent Holographic Sinus Chip is designed to provide relief naturally, with no side effects

In this study, the device used is a transparent holographic chip, approximately 1/2” by 1/2”. The chip is charged with an intrinsic energy formula designed specifically to aid sinus drainage. The chips are non transdermal, so no drugs are used. Chips interact with the body’s energy fields and provide instructions for the body to naturally balance itself and move towards its optimum state. The method of charging the chip, the formula and the strength of the charge are proprietary. Optimal formula and strength of charge were arrived at by in house testing.

In house testing has also shown that the chip becomes active when placed within approximately 1” of the body. It does not have to be placed directly on the skin. In house testing has also shown the effect deteriorates similar to the half life of a radioactive substance. For normal use, allergy chips should be replaced every 3 days. Hydration is an important factor in chip effectiveness. Test subjects must be properly hydrated prior to beginning each test.

A holographic chip was chosen as the delivery vehicle after testing multiple other methods. Harmonic Fm decided on the holographic chip because a hologram can hold much more information than other devices with the same footprint. The formula, once infused into the holographic chip cannot be altered. It can be erased using a strong magnet, but cannot be altered, so purity of the formula is insured. Finally, a holographic chip will hold the data for at least 50 years, so product shelf life is not an issue.

Objectives

The objective of this study is to confirm Cieaura and Harmonic FM's belief that their Transparent Holographic Sinus Allergy Relief Chip does provide safe, effective relief from congested sinuses.

Study Execution

On March 18th, Cieaura conducted a conference in Houston, Texas. At this conference, Harmonic FM and Cieaura provided chips to approximately 1,500 attendees with instructions to sample the chips themselves, if they have sinus blockage issues, or give them to friends or acquaintances who suffer from sinus issues. An internet site was set up where participants could log results.

The study consisted of providing an envelope containing 50 chips with instructions (see Appendix D) to approximately 1,300 persons attending a Cieaura Conference. This was enough for a two to three month's supply assuming the use of one chip every 3 days. Chips were provided free of charge. A reward of company products worth up to \$110 was offered to qualifying participants. After a month or more of use, subjects were asked to complete an on line questionnaire. (See Appendix A). A total of 839 subjects responded.

Sinus chip placement was behind either ear approximately on the mastoid process bone, and can be moved to either side if one side seems ineffective (see Appendix B). Chip placement was shown on inserts given to all participants (Insert is Appendix D). New chips were instructed to be used every 3 days to insure continuity among participants. We recommended cleaning the area of chip placement with an alcohol swab prior to chip placement. One sinus chip was be used.

Data collection and recording was carried out by the investigators. Data will be gathered on spread sheets. Raw data will be given to Harmonic FM at the end of test for storage. Storage will be in Harmonic FM's main office and data will be kept a minimum of 3 years. Lists of subjects, contact information and their responses will be kept by Harmonic FM.

Study subjects

Study subjects were recruited from participants attending a Cieaura Conference in March 2010. Subjects were allowed to recruit others they know who had sinus issues.

- Age: 18+ Years
- Sex: Male or Female
- Not on any medication
- Suffering from congested sinuses

Ethical criteria

The study design takes into account and ensures the subject's right to privacy and informed decision-making.

Study variables

- Sociodemographic data, Age, Sex
- Participant's assessment of sinus congestion
- Any allergies (Drug allergies as well)
- Subjective assessment by investigator of participant's sinus congestion

Results/Conclusions

On July 31st data was collected and review process began. Data was analyzed looking for improvements in sinus drainage and other side effects such as headaches.

Responses were very significant with 839 people responding and providing data and comments on the study's web site. Results were overwhelmingly positive. Due to this positive feedback, clinical studies are the natural next step.

Data analysis was conducted by investigator. Additional analysis by an independent source may be used to ensure non-biased results. Data summary is located in Appendix C.

Data showed an overwhelming positive result from use of the Cieaura Allergy Relief Chip. Of particular interest was the request to rate the product from 1 Star to 5 Star with 5 Star being highest effectiveness.

5 Star	– 46.6%
4 Star or Higher	– 74.8%
3 Star or Higher	– 87.1%

Also a statistically important figures are “Happy with results” - 84.1% and “Would you recommend this to others” - 88.7% clearly indicates the chip was effective and met all expectations of the vast majority of participants.

It should be noted that this study was not a controlled study with established baselines or placebo control groups to ensure consistency. It also only includes an established customer base that is also compensated by CieAura for CieAura products they sell. Customer perspective can skew the results versus a non-customer participating anonymously in a structured study. A compensated customer could be very excited about CieAura products in general which could have a halo effect on their opinions, but they could also be more critical of new products with a viewpoint of helping ensure CieAura makes good products.

Comments

The Comments block was very interesting as well. A very large number of respondents provided testimonials of their experience using the Cieaura Allergy Relief Chip. Comments were significantly positive.

High rating of product

“I experienced great success with the Sinus Chip. The pollen count rating for extreme is 1500pcm. Friday’s rating was 4900pcms way over three times the extreme limit. I had very little discomfort breathing. The chip seemed to take affect within 4-5 min. When the rating is in extreme I normally have a sore thoat or worse. Glad to say I had neither. This is already a great product for me.”

“My house sits on a heavily wooded lot. Before I used the Sinus/Allergy Relief chip I was waking up completely congested, not having complete relief using various over the counter products throughout the day. As soon as I placed the Sinus/Allergy chip behind my ear, I experienced complete relief within 5 or so minutes. Absolutely amazing!!!”

“I suffer from allergies and sinus problems. I used the chips and found that my sinuses were improved within about 1/2 hour. They lasted 2 days and kept my sinuses clear the whole time. When I replaced them the new ones worked almost immediately. I am very happy with this product.”

“Yea finally something that works for allergies without making me sleepy an amazing product.”

“These worked exceptionally well on my cat allergies even after the allergy effects had started showing themselves. I put a chip on and within 5 minutes my itchy watery eyes stopped itching and watering and my nose stopped running. These chips are fantastic.”

Low rating of product

“It seemed to help a little bit but I was hoping it would be stronger. Really like to concept I would rather use it than the drugs. If it was stronger and worked I would certainly use it.”

Appendix A Questionnaire

1. How would you rate the Cieaura Allergy Relief Chip: 1-5 stars
 - 1 Star
 - 2 Star
 - 3 Star
 - 4 Star
 - 5 Star

2. Was the Cieaura Allergy Relief Chip easy to use?
 - Yes
 - No

3. Were the Cieaura Allergy Relief Chip Instructions clear and easy to follow?
 - Yes
 - No

4. Did the Cieaura Allergy Relief Chip work in a timely manner?
 - Yes
 - No

5. Subject experienced no side effects?
 - Yes
 - No

6. Were you happy with results?
 - Yes
 - No

7. Does the Cieaura Allergy Relief Chip need to be stronger
 - Yes
 - No

8. Is the Cieaura Allergy Relief Chip a good value at Cieaura's standard price?
 - Yes
 - No

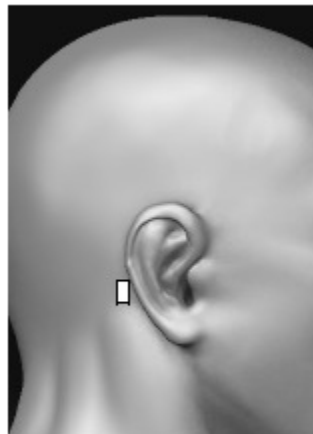
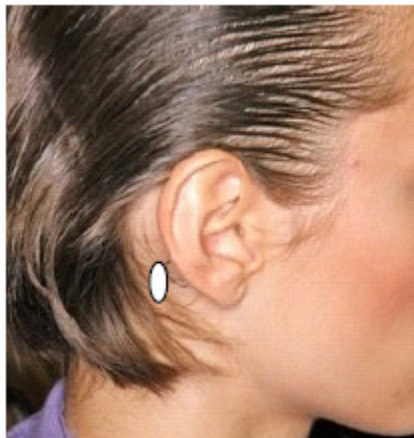
9. Would you purchase these in the future?
 - Yes
 - No

10. Would you recommend the Cieaura Allergy Relief Chip to friends and family?

- Yes
- No

11. Please enter your comments below

Appendix B Cieaura Allergy Relief Chip Placement



Behind Left or Right Ear

Appendix C
Data Summary
CieAura Preview: Sinus Allergy
March 18rd – July 31st
Total Submitted Responses 839

Star Count	Sinus	%
5 Stars	374	44.6%
4 Stars	253	30.2%
3 Stars	105	12.5%
2 Stars	66	7.9%
1 Star	41	4.9%
Total	839	
Easy to Use	Sinus	%
Yes	827	98.6%
No	12	1.4%
Total	839	
Instruction were clear	Sinus	%
Yes	821	97.9%
No	18	2.1%
Total	839	
Work in Timely Manor	Sinus	%
Yes	720	85.8%
No	119	14.2%
Total	839	
No Side Effects	Sinus	%
Yes	676	80.6%
No	163	19.4%
Total	839	

Happy With Results	Sinus	%
Yes	706	84.1%
No	133	15.9%
Total	839	
Should be Stronger	Sinus	%
Yes	440	52.4%
No	399	47.6%
Total	839	
Good Value	Sinus	%
Yes	703	83.8%
No	136	16.2%
Total	839	
Would Purchase	Sinus	%
Yes	719	85.7%
No	120	14.3%
Total	839	
Recommend	Sinus	%
Yes	743	88.7%
No	95	11.3%
Total	838	

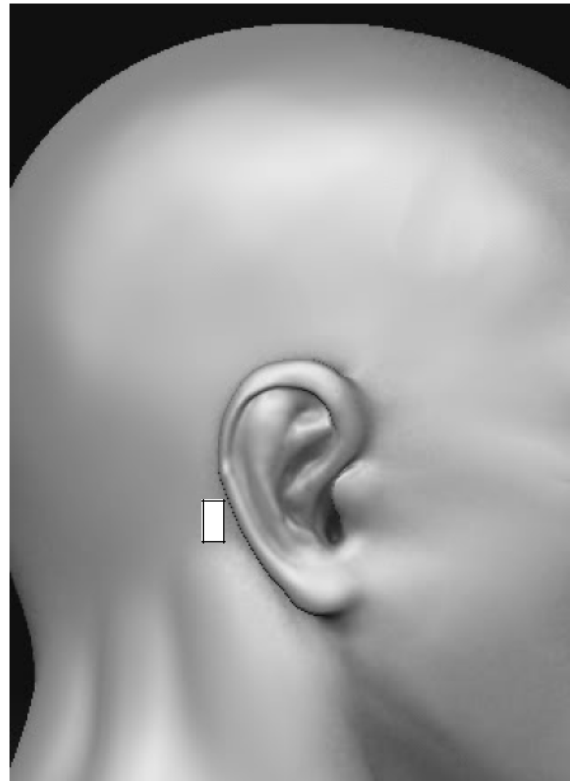
Appendix D Instructional Insert



... you have enough for 3 people to use this Product for a month... The chips last for 3 full Days and should be replaced regularly as it is not Good for the skin to be covered in the same Place for more than 72 hours.

You have been chosen to participate in Cieaura's ***New Product Trial Consideration***. This study is to be done on 3 people (*you, any family members and/or friends can be test subjects.*) Our goal is to get feedback on these products. So, if you get feedback on the products and report them to us at this web site, you will be able to choose up to \$110 of free products of your choice.

Go to: **www.CieauraPreview.com** for all the rules and details, and thank you for helping us.



These statements have not been evaluated by the FDA. The products of this company are not intended to diagnose, prevent, treat, heal or cure any disease or injury.

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