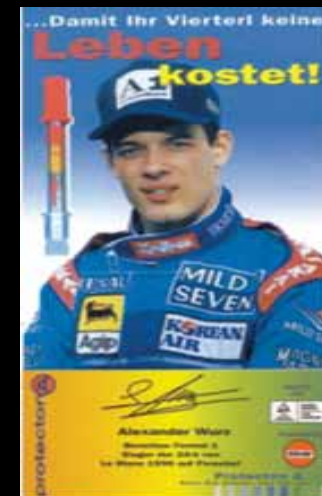




Redline International

Manufactures of the Self-test Alcohol Breathalyzer

This product saves lives





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INTRODUCTION

1. Drinking and driving over the legal limit has become a major International priority, especially for South Africa.
2. Accidents involving alcohol cost South Africa R23 billion per year.
3. South Africa has one of the worst safety records in the world.
4. Being caught over the legal driving limit is a criminal offence, and has serious consequences for the public, including jail, deduction of driving points, Vehicle confiscation and fines.
5. South Africa's alcohol driving related accidents are threatening the hosting of the 2010 Soccer World Cup.
6. The time has come for South Africans to take responsibility and to know their alcohol tolerance before driving a vehicle.
7. The only way to know ones alcohol level, is to self test with a Redline Breathalyser.



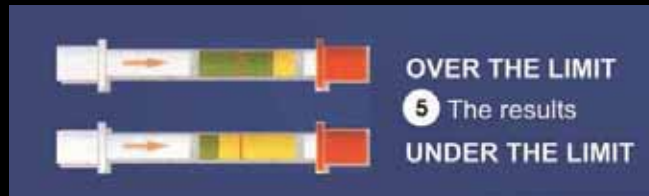
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INTRODUCTION (ctd).



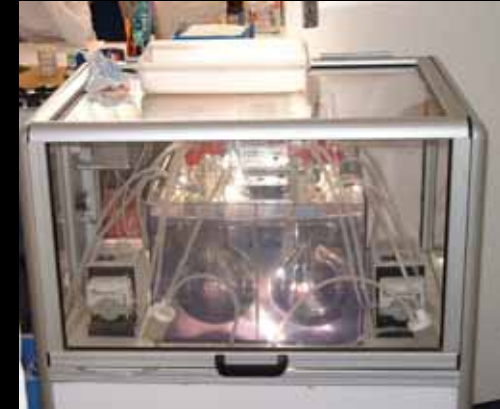
1. Billboards, radio and television commercials do little to contribute to reducing drink drive statistics.
2. You are allowed to drink and drive Internationally, provided you are under the countries legal limit. These limits have been scientifically set at the levels where it is still safe to drink and drive. That is why drink drive alcohol levels are set.
3. Therefore, what is actually needed is an inexpensive, internationally certified accurate device to enable the public to self test themselves. This will help educate the public as to their tolerance levels and to ensure that they are legally able to drive after alcohol consumption.
4. Without being able to test ones own alcohol level by using a Redline self test Breathalyser, would be like driving a vehicle without a speedometer
5. This product saves lives.



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Product



1. We manufacture a UNIQUE self-testing, disposable, simple, inexpensive and laboratory calibrated alcohol Breathalyser, which detects the presence of alcohol in the body and gives an accurate indication of whether the blood alcohol content has exceeded a specific limit.
2. Redline is the ONLY disposable Breathalyser in the world to hold, FDA USA – Pre Market Clearance, French, Israeli, German, Brazilian, Spanish and Australian Government certification approvals for both quality of performance and manufacturing standards. We are approved by the Department of Health and Arrive Alive in South Africa.
3. Our product is used extensively by the Public throughout the world as a self-test screening device. In addition, the French Police and the Gendarmerie have been using chemical based testers for over 12 years to test the general public and to educate them on the benefits of self-testing. We are also the sole suppliers to the Israeli and Italian Police



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Product - Approvals

1. Food and Drug Administration USA. Pre Market Clearance
2. The NF of France for both the Public and Police
3. TUV Rheinland of Germany
4. Schuster Laboratories of the USA
5. Standards Australia
6. ESR Testing Laboratories of New Zealand
7. Spanish National Testing Laboratories
8. Austrian and French Automobile Associations
9. Israeli Police and Armed Forces
10. French Road Safety Authority
11. Touring Club of Switzerland
12. Arrive Alive South Africa
13. Departments Of Transport Internationally
14. Departments of Health Internationally





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Conducting the Test

1. A person must break off the snap-off end caps at both ends of the tester and shake out the harmless white crystals inside the tube.
2. The plastic measuring bag must then be inflated by blowing in one steady breath into the neck of the bag. The valve in the neck of the bag automatically closes after inflation.
3. The tester is then inserted into the neck of the bag and the contents of the bag squeezed through the tester.
4. The presence of alcohol is indicated by a distinctive green color change.
5. If the green color extends beyond the RED LINE calibrated on the tube, then it indicates a blood alcohol content of more than the calibrated level.





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Conducting the Test - Visuals





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Product -Technical



- The product is a highly technical and sophisticated measuring device.
- The tester consists of a small (70 mm) glass tube. Containing yellow chemicals
- The tube has an arrow indicating the direction in which the breath must be passed.
- A red calibration line indicating the legal driving limit.
- Inside the tube on either side of the yellow chemicals is a filling of white crystals. This storage Silica Gel is harmless and non- toxic.
- The product has a shelf life of 2 years
- The measuring bag is a critical part of the system.

The US Consumer Product Safety Commission has determined that the Redline product does not indicate any potential hazard or toxicity that would require any specific labeling.



Product Spec Sheet

PRODUCT DESCRIPTION AND USE

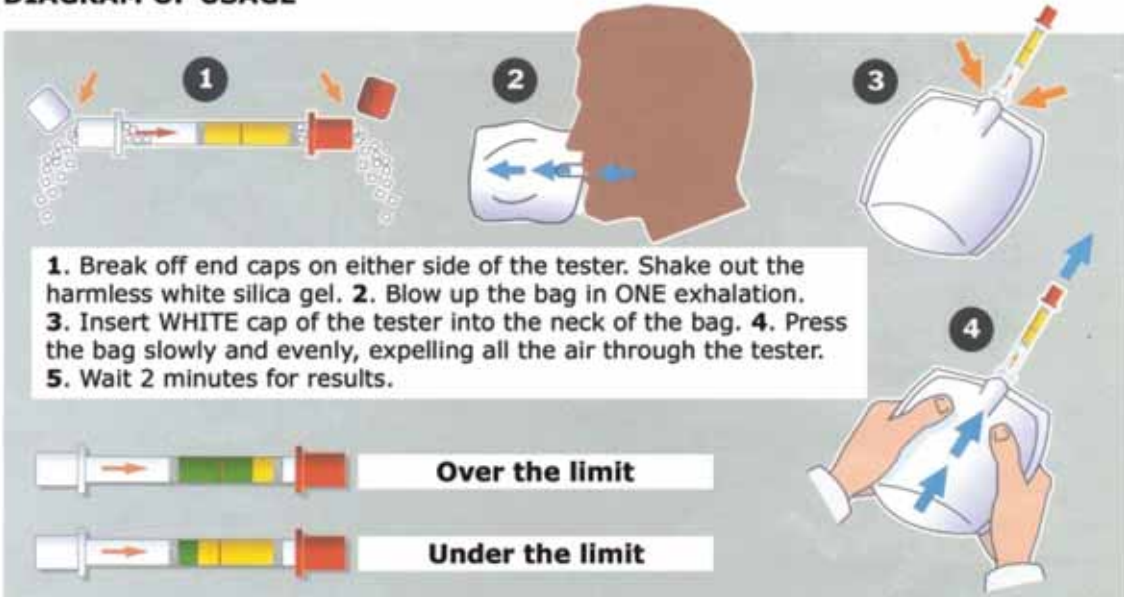
A measured volume of air is blown through the glass test ampoule, which is filled with re-active crystals which from yellow turn green in the presence of alcohol. If the colour change extends beyond the red line calibrated on the tube, then it indicates a blood alcohol level of more than the standard calibration ie. **YOU ARE OVER THE LIMIT.**

IT IS

- * SIMPLE
easy to use - no training needed
- * QUICK
results available immediately
- * RELIABLE AND ACCURATE
International approvals
- * HYGIENIC
each tester is used once only
- * LOW COST
costs approximately the price of a drink.



DIAGRAM OF USAGE





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Alcohol in the Human Body

1. Consumed alcohol is absorbed through the stomach and digestive tract into the bloodstream which carries it throughout the body. It affects the central nervous system, especially the brain, impairing such functions as judgment, vision, coordination and reaction ability.
2. It does NOT stimulate - but in fact depresses.
3. The apparent stimulation is caused by the suppression of normal inhibitions.
4. As soon as alcohol enters the bloodstream the body starts to eliminate it at a fairly constant rate, mostly through the liver and the remainder through the lungs, sweat, kidneys etc.



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Factors effecting the absorption of Alcohol

1. The amount of alcohol in the consumed drink.
2. The volume of drink consumed.
3. The period over which the drink was consumed. The rate of absorption. Any food in the stomach will slow down the rate of absorption. This is especially true of fatty foods and dairy products. Still drinks are absorbed slower than effervescent drinks.
4. The rate of elimination of alcohol by the body is constant.
5. Note that cold showers, coffee etc have no effect on the alcohol content in the body.
6. You can not speed up the bodies elimination of alcohol
7. The size and general state of health of the body. The same amount of alcohol will constitute a higher percentage in a smaller body than a large one because the latter's body contains more blood and body fluids.
8. One can only know ones level by self testing



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PACKAGING

Various types of Packaging are available at different prices depending upon Client requirements.





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PRODUCT SALES - Regions

U.S.A.
Holland
Italy
New Zealand
Belgium
Australia
Canada

United Kingdom
Switzerland
Germany
Austria
Peru
Denmark
Spain

Poland
South Africa
Cameroon
Chad
Reunion
Lithuania

Israel
Ireland
Brazil
France
Slovenia
Mauritius





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A selection of customers

**SA Breweries : Allan Gray: Dept Health : Arrive Alive: Dept Transport
Kwa- Zulu Natal Police : Western Cape Police: Pharmacies**





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Benefits for the Corporation

1. Public Corporate social awareness responsibility benefits by being associated with saving lives and benefitting the Country.
2. Safer roads for all users
3. Showing your clients and customers that you really care for them.
4. Educating the public with the dangers of over the limit drinking and driving.
5. Self Testing capabilities for your staff and clients at events and functions, making for a safer working environment
6. Promoting your brand awareness through association with Redline and your branded Breathalyser.
7. Unique marketing opportunity.
8. Cost effective advertising.
9. Unique promotional product.
10. Good image association.
11. Marketing edge over competitors

WWW.REDLINETEST.COM

