

# NEUROBAN *Challenger*

*Deceleration always refers to acceleration in the direction opposite to the direction of the velocity. Deceleration ALWAYS reduces speed!*

ISAAC NEWTON

## NOT A HELMET

NEUROBAN *Challenger* headwear was designed by avid inventor Ted Herbert, in direct response to constant media reporting regarding the lack of real solutions to Traumatic Brain Injury being inflicted on athletes in the sporting arena. Damaging, life changing injuries to the brain due to direct impact to the head need not continue and should not under any circumstance be ignored.

NEUROBAN *Challenger* is a 21<sup>st</sup> Century, state of the art Impact Mitigation Device. It is not a helmet nor should it be compared to one. Helmets are rigid and are liable to cause more harm to opposing players than good.

NEUROBAN *Challenger* is designed in accordance with the science of deceleration to provide protection to the most concussion vulnerable areas of the head being front, back, sides and cheek bone. This is where 99% of Concussion related collisions with opponents, playing turf or other hard surfaces occur. It is estimated that the top of the head accounts for only 1% of incidents resulting in severe concussion.

### COMPARISONS TO NEUROBAN *based on the science of deceleration*

The following is a short list of existing decelerating products that have been designed to make everybody's life a little easier, better, safer.

- Protection pads at the base of goal posts
- Boxing gloves
- Boat tenders
- Crash Bags
- Vehicle Air bags
- Carpet Underlay
- Parachutes

