

Trifecta Valve Headline Concepts – St. Jude Medical

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July 16, 2014

CAMPAIGN HEADLINE OPTIONS (with “challenging anatomies” and “minimally invasive” angle)

“Imagine” theme

Imagine a heart valve that’s easier to implant in challenging anatomies

Imagine an easier-to-implant heart valve for challenging anatomies

Imagine an enhanced aortic valve that’s easier to implant

The aortic valve designed for more challenging anatomies

Your cardiac surgery solution: an easier-to-implant tissue valve for more challenging anatomies

An enhanced valve that minimizes intraoperative implant challenges in certain anatomies.

The Trifecta Valve with Glide Technology makes implanting easier in challenging anatomies.

An aortic valve designed for more challenging patient anatomies.

When you need an aortic valve that reduces intraoperative implant challenges in certain anatomies.

With “optional”, “another way” slant

The valve cuff that gives you an option

New softer cuff, same hemodynamics

A softer option in aortic valve cuffs and implantability

Freedom of choice in valve cuffs

Imagine a flexible alternative in aortic valve cuffs

Transform your procedure with a more flexible cuff

A choice in sewing cuff that makes a difference in surgery

A softer cuff with the same tough hemodynamics

When you want a choice in aortic valve cuffs

A valve cuff alternative when you want an option

Another possibility that can make the difference

New flexible cuff, same great hemodynamics

When a softer, more compliant cuff is desired

Imagine a valve alternative with a softer sewing cuff

A softer cuff with more suture-friendly compliance

Another choice for to suit your specific implant needs