

News Release

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Fisher & Paykel Healthcare's Brevida Mask Takes Out Top Design Award

Auckland, New Zealand, 07 February 2017 - Fisher & Paykel Healthcare's F&P Brevida™ mask has won a prestigious Product Design award from independent German design organisation, iF International Forum Design GmbH.

The iF Design Awards, run annually since 1953, are considered one of the most respected competitions recognising outstanding design from around the world.

The F&P Brevida is a nasal pillows mask, used for the treatment of obstructive sleep apnea (OSA). "Our goal for Brevida was to create a truly user friendly experience when it comes to assembling, fitting and using the mask," said Jason Huang, Senior Product Development Manager.

"As a result, the Brevida is very lightweight, has adjustable headgear and an innovative AirPillow™ cushion which inflates to form a pillow of air in and around the nose for a gentle and effective seal. We've also added colour cues to help with mask orientation and assembly. It's all about making the mask easy and comfortable to use, so patients are confident with their therapy."

This year's award had a panel of 58 judges assessing over 5,500 entries from 59 countries. Designs were evaluated against a criteria of brand identity, usability/ergonomics and aesthetic/design quality.

"This is a global acknowledgement from independent experts on the quality of our product design," said Mr Huang. "Our design process is all about doing what's best for the patient, so it's great to have that recognised with this award."

This is the third time Fisher & Paykel Healthcare has been acknowledged at the iF Design Awards, after winning awards for the F&P Pilairo™ mask and Optiflow™ Junior nasal cannula in 2012.

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About Fisher & Paykel Healthcare

Fisher & Paykel Healthcare is a leading designer, manufacturer and marketer of products and systems for use in respiratory care, acute care, surgery and the treatment of obstructive sleep apnea. The company's products are sold in over 120 countries worldwide. For more information about the company, visit our website www.fphcare.com.