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# WELCOME TO CRANIAL TECHNOLOGIES®

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A Guide to Understanding Plagiocephaly  
and Our Care Experience at  
Cranial Technologies®



Cranial  
Technologies®

The Leader in Pediatric  
Cranial Shaping Orthoses®



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Cranial Shaping Orthoses®

# It's a Common Condition

Today, nearly one in every two infants (47%) is affected by some degree of plagiocephaly. One in four (~25%) has moderate to severe plagiocephaly.\* That means countless families have faced this — and found a path forward.

*Fortunately, plagiocephaly is treatable.*

With early action and the right support, real change is possible. DOC Band Therapy® works with your baby's natural growth, gently guiding head shape development in a way that's safe, proven, and designed just for them.

*“The treatment is amazing and produced stunning results. We explained the rationale for the treatment to our family and friends who now realize this is about much more than a round head.”*

— Monica and Jonathan A.

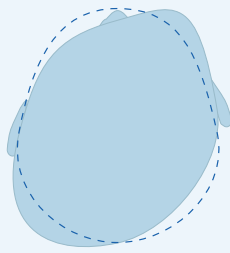
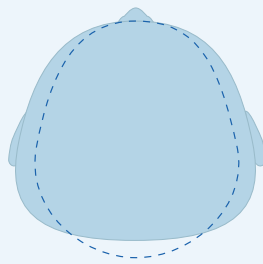
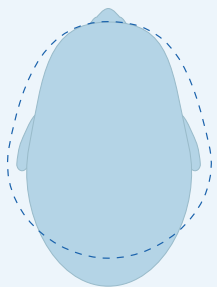
\*Mawji, A., et al. *The incidence of positional plagiocephaly: a cohort study. Pediatrics, 2013. 132(2): p. 298-304.*

\*Hutchison, B.L., et al. *Plagiocephaly and brachycephaly in the first two years of life: a prospective cohort study. Pediatrics, 2004. 114(4): p. 970-980.*

\*Ballardini, E., et al., *Prevalence and characteristics of positional plagiocephaly in healthy full-term infants at 8-12 weeks of life. Eur J Pediatr, 2018. 177(10).*

# Understanding Your Baby's Head Shape

Plagiocephaly, or “flat head syndrome,” is expressed through three abnormal head shapes, one of which is also called plagiocephaly. These shapes can range from mild to severe and even occur in combination with one another.

PLAGIOCEPHALY	BRACHYCEPHALY	SCAPHOCEPHALY
<b>Flat Spot on One Side</b> 	<b>Wide and Short</b> 	<b>Long and Narrow</b> 
<ul style="list-style-type: none"><li>• Head is flat on one side</li><li>• Head appears skewed to one side from above</li><li>• One ear is more forward than the other</li></ul>	<ul style="list-style-type: none"><li>• Head is wider than normal</li><li>• Back of head is flat rather than curved</li><li>• Head may be widest above the ears</li></ul>	<ul style="list-style-type: none"><li>• Head is longer, taller, and narrower than normal</li></ul>

Ideal Head Shape: -----



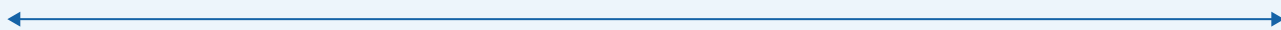
## INITIAL CONSULT DSI® REPORT

Your baby's head shape and severity will be identified in a report that will be provided to you and your pediatrician.

# What Does Plagiocephaly Look Like?

Parents spend so much time with their baby, recognizing an abnormal head shape can sometimes be difficult. Below are some examples of mild to severe plagiocephaly and brachycephaly, along with a normal head shape for comparison.

## PLAGIOCEPHALY | View from top of head



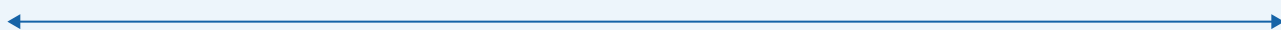
**NORMAL**

**MILD**

**MODERATE**

**SEVERE**

## BRACHYCEPHALY | View of head from side



**NORMAL**

**MILD**

**MODERATE**

**SEVERE**

# Why Families and Pediatricians Choose the DOC Band®

The DOC Band is the first FDA-cleared cranial orthotic product designed to successfully correct cranial and skull base asymmetries in infants. With over 400,000 successful treatments, it's the trusted solution for improving pediatric head shape conditions.



# DOC Band<sup>®</sup>

by Cranial Technologies<sup>®</sup>

## DYNAMIC MONITORING

During DOC Band Therapy<sup>®</sup>, the band is adjusted by our clinicians as the baby's head grows.

## PRECISION MADE

Using our latest Sentient3D<sup>®</sup> and DSI<sup>®</sup> technologies and a robust 21-point inspection protocol.



**1<sup>st</sup>**  
**FDA-CLEARED**  
Cranial Orthotic  
Product

## TREATS SKULL BASE

Corrects the cranial vault and skull base asymmetries simultaneously, ensuring optimal outcomes.

## CLINICALLY PROVEN

Supported by independent pediatric research and trusted by medical professionals for over 35 years.

## CUSTOM FOR EACH BABY

Each DOC Band and therapy process is unique – individually tailored to each baby's needs to ensure optimal results.



Learn why the DOC Band is the preferred choice of doctors and parents at [cranialtech.com](http://cranialtech.com)

# How the DOC Band<sup>®</sup> Is Made Specifically for Your Baby

Every DOC Band is custom-made using proprietary tools developed by Cranial Technologies<sup>®</sup> specifically for babies with plagiocephaly.



**DOC Band<sup>®</sup>**



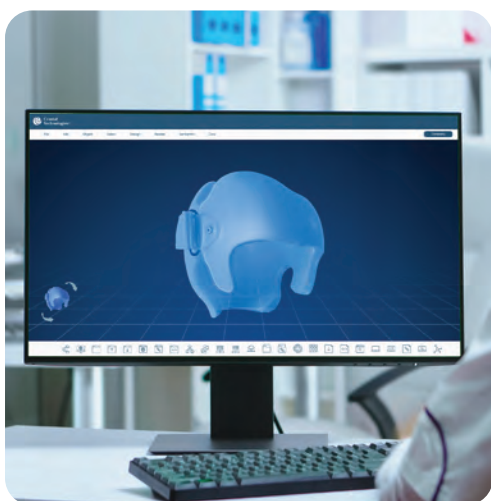
## **IMAGING WITH DSi<sup>®</sup>**

Our Digital Surface Imaging<sup>®</sup> (DSi) system captures highly accurate 3D images of your baby's head shape in seconds — no radiation, no discomfort. These detailed 3D images serve as the foundation for creating your baby's custom band.



### WHY FIT MATTERS

A custom band means a more comfortable experience — and a more effective outcome. Our approach ensures each band is as unique as the baby wearing it, supporting better progress and greater parent satisfaction.

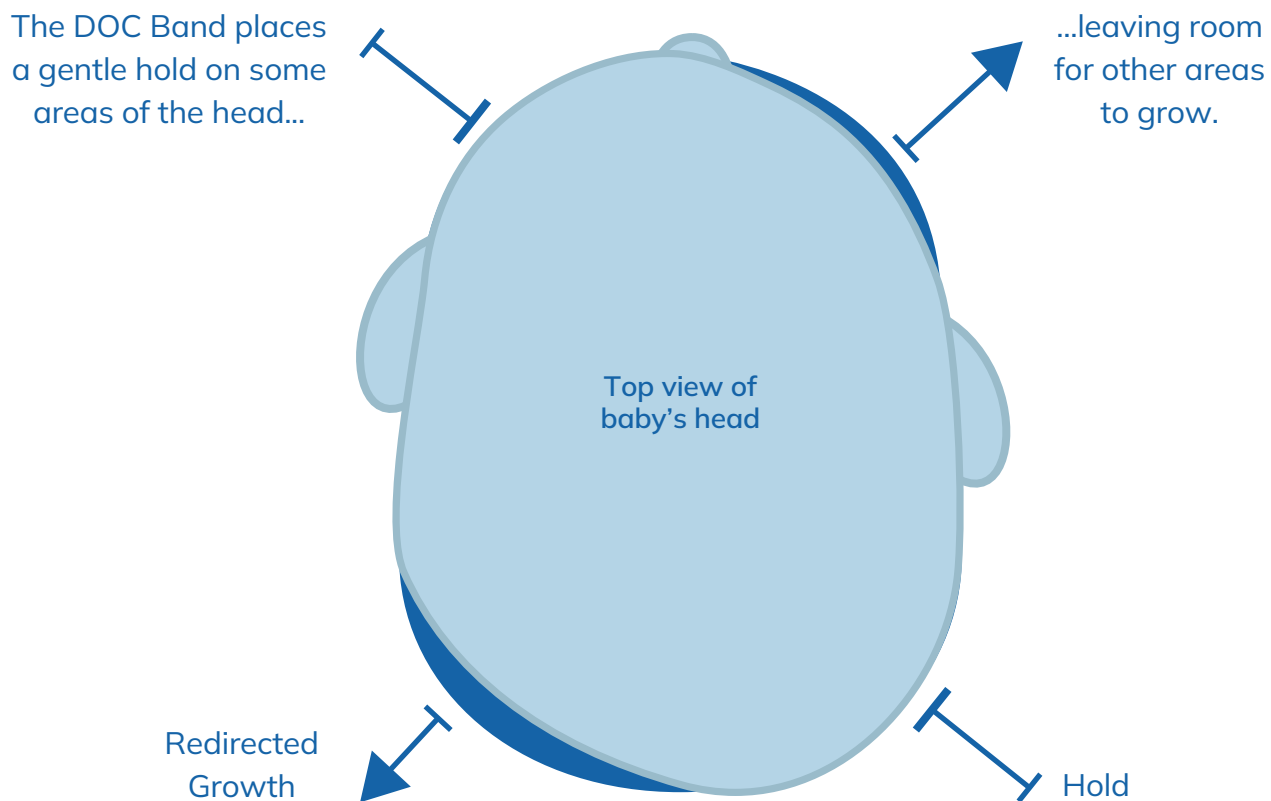


### DESIGNING WITH SENTIENT3D®

Once the images are captured, they're processed through our patented Sentient3D® Artificial Intelligence. This advanced technology uses machine learning from an extensive database of baby head shapes to help design a DOC Band® uniquely tailored to your baby's needs. The result? A custom band precisely made for the most efficient path to shaping what's next for your child.

# How Does the DOC Band® Work?

The DOC Band applies gentle pressure to safely redirect your baby's natural head growth into a more normal head shape. The band often delivers visible improvement in as little as two weeks when worn for 23 hours a day, with full treatment typically lasting a few months.



There's no need to worry. Each band is custom-made using lightweight, hypoallergenic materials, so it's comfortable for your baby to wear.

# What Results Might I Expect From the DOC Band®?

For over 35 years we've helped babies achieve corrective change. Your baby's age, growth rate, severity of the head shape, and how closely the recommended treatment protocol is followed will all influence the final result.

BEFORE		AFTER	
Severe Plagiocephaly			2 months of treatment
Moderate Plagiocephaly			7 months of treatment
Moderate Brachycephaly			3.75 months of treatment
Severe Brachycephaly			3.5 months of treatment

# 23/7: The Magic Number

To guide proper head shape growth, consistency matters. That's why the DOC Band® is designed to be worn 23 hours a day, 7 days a week — with just one hour off daily for bathing and cleaning. It may sound like a lot, but that one hour off is all most babies need. Staying as close to 23/7 as possible helps keep therapy on track and ensures your baby makes the most of each day in the band.

## MAKE THE MOST OF THE HOUR

Try making band-free time part of your baby's evening wind-down — a warm bath, a little stretch, a snuggle. Then it's back on, comfortably and securely.



### BATH TIME

Gently wash your baby's hair and scalp while the band is off.



### CLEAN THE BAND

Wipe down the inside of the band with 70% isopropyl alcohol and then let it dry completely.



### TUMMY TIME

Encourage supervised tummy time to support healthy development.



### PROGRESS PHOTOS

Capture a quick photo to track your baby's progress over time.



### SNUGGLE OR STORY TIME

Use the quiet time to bond — read, sing, or just enjoy being close.

# How Long Is the Band Worn?

The length of treatment will depend on your baby's age, growth rate, and the severity of the head shape. The treatment process, while it may take some getting used to, will be well worth the improved head shape your child will have for life. The treatment time tables below assume adherence to the 23/7 protocol.

TREATMENT TIME TABLE	
Age	Average Treatment Time
< 4 months	5–7 weeks
4 months	6–9 weeks
5 months	8–10 weeks
6 months	2.5–3.5 months
> 7 months	3.5–4 months

FOLLOW-UP VISIT TIME TABLE	
Age	Visit Frequency
< 6 months	once a week
6–11 months	once every 2 weeks
> 11.5 months	once every 3 weeks

Most babies wear each DOC Band® for 1–3.5 months depending on age, growth rate, and severity. Individual results and time frame may vary.

# What Is the Treatment Process Like?

During treatment, your baby's progress will be closely monitored by a highly skilled clinician. Your clinician will make expert adjustments to the band as your baby grows to ensure the best possible results.

Our clinicians are caring, advanced medical professionals — Physical Therapists, Occupational Therapists, Registered Nurses, and Orthotists — specializing in infant plagiocephaly. Each sees hundreds of cases a year and is trained to address any underlying neck issues, such as torticollis.



# What's Next?

Our process for treating head shape conditions is designed to ensure personalized, effective care. From the initial referral and no-cost assessment to the fitting of the DOC Band<sup>®</sup>, each step is tailored to achieve optimal results for the development of each child's head.



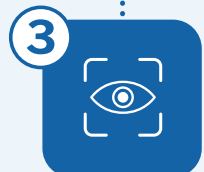
## 1 Insurance Review

We'll handle the legwork. After your evaluation, our Insurance Liaison will connect with your provider and walk you through your coverage and payment options.



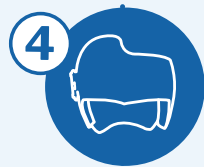
## 2 Prescription From Provider

The DOC Band is a medical device, so we'll need a prescription. Don't worry if you don't have one yet — we can help request it from your pediatrician.



## 3 Precision Imaging Appointment

We'll capture a fast, accurate 3D image of your baby's head using our patented DSi<sup>®</sup> system. This image is the first step in designing a custom DOC Band.



## 4 Custom Band Creation

Your baby's DOC Band is made just for them at our specialized facility in Arizona — then shipped to your clinic after a full quality check.



## 5 Custom Fit Appointment

Once the band arrives, we'll make sure it fits just right and walk you through everything you need to know — from wear schedule to how to clean it.



## 6 Growth Adjustment Appointment

As your baby grows, we'll check in with you and your baby at our clinic occasionally to check progress and make adjustments as needed.



## 7 Graduation

At your final visit, we'll take a 3D image to show how far your baby has come.

Cranial Technologies® is the only company focused solely on pediatric head shape conditions. Our highly trained teams make it easy for parents to have peace of mind about their baby's head shape.

**35+ YEARS**

**OF TREATING BABIES**  
With Plagiocephaly

**400K+**

**SUCCESSFUL OUTCOMES**  
And counting

**100+**

**SPECIALIZED CLINICS**  
Across the U.S.

Contact Us at

**(844) 447-5894**

We're Here to Help

