



**FALL DEFENSE™**

**Injury protection  
under your feet.**

# **Falls Can Happen So Put Up Your Best Defense**

Now the same technology  
used to protect the military  
is available in this community  
to protect YOU!



Every eleven seconds an older adult is treated in the emergency room for a fall (source: CDC).

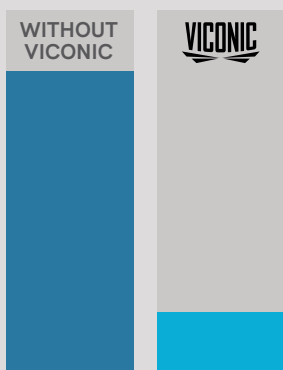
## Viconic Fall Defense reduces your risk of injury

Viconic is a patented, shock-absorbing flooring underlay designed to reduce the probability of both severe and moderate injuries that can result from falls on unprotected floors.

Falls are the leading cause of injury, and death from injury for adults 65. Approximately one-third of adults age 65 years or older fall each year (source: CDC).

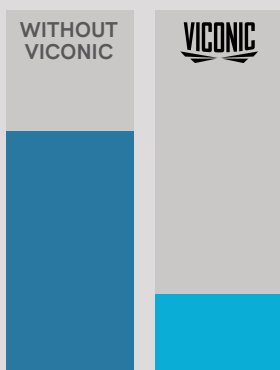
## Rooms with Viconic are overwhelmingly safer

**84% fewer severe fall injuries**



SEVERE INJURIES FROM FALLS

**67% reduction in ER visits**



FALL-RELATED ER VISITS

# Unfortunately, falls happen.

Approximately one-third of adults age 65 years or older fall each year. Falls often result in serious injuries that can lead to loss of independence and/or quality of life.

Now, the same technology that is used to protect the US Military is available to protect you in your senior living community.

Viconic Fall Defense is a flooring underlay designed to dramatically absorb the impact from a fall.

With Viconic underfoot, the risk of serious injury, should a fall occur, is greatly reduced.

Your senior living community has made Viconic available for you, so that you are free to live life to the fullest.

Residents who live on Viconic Fall Defense throughout the US have experienced a 84% reduction in risk of severe fall injuries like fractures and traumatic brain injury compared to conventional flooring. Additionally, the frequency of ER visits have been 67% less with Viconic flooring. Making all falls less severe is why Viconic was developed.

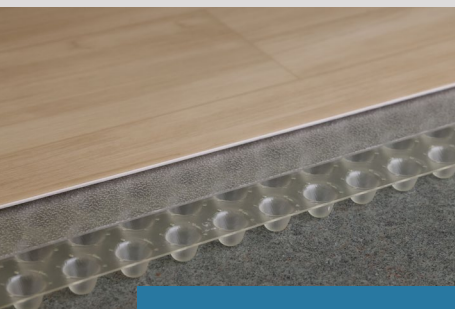


**Live your best life  
with Viconic  
Fall Defense.**



## FALL DEFENSE™

Because Falls Happen



Viconic is available in this community to give you:

- More confidence
- Peace of mind
- Reduced risk of injury
- Ease of mobility

Speak with your senior living representative to learn more.

[viconichealth.com](https://viconichealth.com)



Made in the USA