



**VICONIC<sup>®</sup>**

**FALL DEFENSE<sup>™</sup>**

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  
for your home!



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

## Viconic Fall Defense Available for your home

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.

Extensive independent labs tests showed up to a 90% reduction in Head Injury Criteria (HIC)\* values for vinyl flooring installed over Viconic vs. the same flooring installed over concrete.

### ASTM F355E Head Impact Severity



\*The tests performed are commonly used to assess the probability of injury on playground surfaces. [viconichealth.com/whitepaper.pdf](http://viconichealth.com/whitepaper.pdf)

# Unfortunately, falls happen.

Approximately one-third of adults age 65 years or older fall each year; usually in the home. 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 those vulnerable to fall-related injuries at home.



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



It can often be installed directly on top of your existing tile or hardwood. This reduces the time and cost of installation while preserving the beauty and value of the original flooring.

Viconic is compatible with hundreds of flexible flooring options giving you the freedom to select a flooring that suits your needs and taste.



**Contact your  
Viconic Fall Defense  
professional today  
to get started.**



## FALL DEFENSE™

Because Falls Happen



Add Viconic in the living spaces where injuries from falls are most likely to occur:

- Bathroom
- Bedroom
- Kitchen
- Living room

Contact your  
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Viconic Health  
info@viconichealth.com  
(313) 769-8009



Made in the USA



viconichealth.com