



## FOR IMMEDIATE RELEASE:

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## **DIGNITANA LAUNCHES WORLD'S FIRST PRECISION-FIT SCALP COOLING CAP**

***Nation's First FDA Cleared Scalp Cooling System for Reducing Chemotherapy Hair Loss  
Teams Up with Boa Technology to Introduce the Enhanced DigniTherm™ Click Cap***

**Lund – December 6, 2017**—Dignitana, world leader in medical scalp cooling technology, and Denver-based Boa Technology, leading innovator of purpose-built fit and adjustment systems, today announced the launch of the **DigniTherm™ Click Cap**, the world's first precision-fit scalp cooling cap. After partnering in 2016, Dignitana and Boa Technology have collaborated to design a product extension that enhances the fit of the DigniCap® Scalp Cooling System and provides closer, more precise contact for optimal results. The **DigniTherm™ Click Cap** increases ease-of-use for patients who put on the cap themselves and features an improved fit utilizing the specially designed Boa System.

"Collaborating with innovators like Boa has been a priority for us at Dignitana, and we are very excited to be launching the new **DigniTherm™ Click Cap** at equally forward-looking medical centers that now offer the DigniCap® Scalp Cooling System," said William Cronin, CEO of Dignitana, Inc. "Boa is the uncontested leader in precision fit technology for wearable medical devices, and we are proud to have tapped into their team's real-world experience and talent to create an enhanced scalp cooling system that will further improve the quality of life for cancer patients looking to reduce chemotherapy-induced hair loss."

This next-generation **DigniTherm™ Click Cap** incorporates the patented Boa System, which provides the ultimate connection between people and equipment, transforming experiences through a fast, customized, and comfortable fit. The Boa System is incorporated into the outer neoprene cap, where it provides micro-adjustability and an enhanced level of fit, function and comfort customized for each individual patient. During scalp cooling treatments, which are administered as patients undergo chemotherapy infusions, the Click Cap ensures maximum coverage to provide consistent cooling to all areas of the scalp. Boa's single-handed adjustment makes it easy for patients and clinicians to fine-tune the fit of the cap at any time throughout the infusion process.

"Boa is excited to be a part of this latest development in Dignitana's scalp cooling technology," says Bret Bostock, Global Manager for Boa Technology's medical division. "The Boa System is designed to improve fit through custom integration. Precision fit and ease-of-use are factors that are extremely important to the success of this

device and it also makes the treatment more comfortable. Though Boa started in snowboard boots and is prominent in many sport categories, we are extremely pleased with the expansion of our medical division and that we have a team dedicated to help enhance the quality of life for its users."

"As a breast cancer survivor that has used cold cap therapy, I was eager to take my experience back to work with me and work side-by-side with the Boa development team to build a better product," says Elissa Banker, Content Manager at Boa Technology. "We were able to work together with Dignitana to create a cap that was more effective, more comfortable, and made patients feel empowered. Taking the element of hair loss out of the equation allows people to worry about one less factor faced in treatment, all with the hopes to make the ordeal just a little bit easier."

The DigniCap® Scalp Cooling System features a patented tight-fitting silicone cooling cap that is placed directly on the head, and an outer neoprene cap that insulates and secures the silicone cap. A liquid coolant circulates throughout the silicone cap, delivering consistent and controlled cooling to all areas of the scalp. The cap is fitted to the head, and the temperature of the scalp is lowered, resulting in vasoconstriction with reduced delivery of chemotherapy to the scalp, as well as reduced cellular uptake of drugs due to decreased intra follicular metabolic rate. These factors together reduce the risk of chemotherapy-induced hair loss.

DigniCap® Scalp Cooling System is currently [available](#) at over 100 cancer clinics in 22 states, helping thousands of patients in the United States each year minimize chemotherapy-induced hair loss. The **DigniTherm™ Click Cap** will be available at DigniCap sites across the United States in early 2018.

View the launch video here: <https://youtu.be/cZIkhwmhW0>

#### **About Dignitana, Inc.**

Headquartered in Dallas, Texas, Dignitana, Inc. is the U.S. subsidiary of Dignitana AB, a Swedish public company, based in Lund, and manufacturer of the patented medical scalp cooling device DigniCap®. Dignitana AB is listed on Nasdaq First North Stockholm and has appointed Erik Penser Bank as Certified Adviser. For more information visit [www.DigniCap.com](http://www.DigniCap.com).

#### **About Boa Technology:**

Boa Technology Inc., creators of the revolutionary, award-winning Boa System, delivers closure and adjustment solutions purpose-built for performance. Featured in products across the golf, athletic, outdoor, snow sports, cycling, utility, and medical categories, the patented Boa System consists of three integral parts: a micro-adjustable dial, super-strong lightweight laces, and low friction lace guides. Each unique configuration is engineered to optimize fit and provide precision, adaptability, and control, and The Boa System dials and laces are backed by *The Boa Guarantee*. In collaboration with its market-leading brand partners, Boa is driven to make the world's best gear even better. Boa Technology Inc. is headquartered in Denver, Colorado with offices in Austria, Hong Kong, China, South Korea, and Japan. For more information, visit [TheBoaSystem.com](http://TheBoaSystem.com).

*This information is information that Dignitana AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, by the above contact, for publication at 8.00 am (CEST), 6 December 2017.*

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