



medimals™
talking medicine dispensers

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FOR IMMEDIATE RELEASE

Medimals™ Revolutionizes the Way Caregivers and Children Address Medication In Home and In Hospitals

Made in the U.S.A Medimals launches the release of two companions for the original Ava the Elephant® on the Dr. Oz Show

Atlanta, GA: November 17, 2014 – On November 18, 2014, Medimals, a global provider of healthcare medicine dispensing tools, designed and manufactured in the United States for both consumers and hospitals, announces its feature appearance on the Dr. Oz show for the launch of Ava the Elephant talking medicine dispensing pals, known as [Medimals](#).

On August 9, 2009 Tiffany Krumins, founder and CEO of the Ava the Elephant product, appeared on the first episode of ABC's [Shark Tank](#). Winning over real-estate mogul Barbara Corcoran, Tiffany set on a journey to design and build the world's first medicine dispenser giving caregivers and the children in their care an easier way to administer and take medication. For the last six years Ava the Elephant has been available across the globe in major drug store chains for consumers. The continued need for innovation and Tiffany's commitment to quality products has had her on a path to seek a manufacturing partner in the United States. This year Medimals achieved their goal and found a manufacturing partner located minutes from their Atlanta Georgia headquarters.

As Ava the Elephant has enjoyed global acceptance, it became apparent that it was time to extend the line of products. Medimals is proud to announce the release of Fin and Mia, joining Ava in its quest to conquer the daunting task of medicine dispensing. Medimals is a brand that will serve parents by assisting them with the difficult task of administering medication, while giving the child a positive, even joyful experience. Ava the Elephant and pals Fin and Mia gleefully distract children from the unpleasant act of taking medicine by talking to them.

"My dream of helping children and caregivers through the unpleasant experience of giving and taking medicine has become a reality. It's been a long journey since I first appeared on ABC's Shark Tank

and I am grateful every day for the guidance and mentorship of Barbara Corcoran,” shared Tiffany Krumins, CEO Medimals.

Ava and her team of new friends will continue to serve its consumer home base while the products will also be made available to hospitals and other medical facilities. The Medimals family will be launched officially on the Dr. Oz show, Tuesday November 18, 2014. Join Tiffany Krumins, founder and CEO of Medimals, her mentor [Barbara Corcoran](#) and [Dr. Oz](#) as they share the Ava story and how Medimals came to be.

About Medimals:

Medimals was founded with the vision to design, innovate and deliver tools that change the way caregivers and children approach medication. Tiffany Krumins, founder and CEO of Medimals appeared on the first episode of ABC’s famed television show, Shark Tank. During the episode Ms. Krumins was able to intrigue real-estate mogul Barbara Corcoran to invest in the product, Ava the Elephant. Since that time Ava the Elephant has evolved into the now global product family of Medimals, expanding to include Ava companions Fin and Mia. Medimals is committed to building a dynamic network of professionals and consumers to ensure its products continue to meet the evolving needs in home and facility healthcare. To learn more about Medimals, Tiffany Krumins and their commitment to quality USA made products visit www.medimals.com.

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