

Fleximug Launches Campaign to Help 6M Paralyzed Americans Gain Independence

Healthcare startup Fleximug kick-starts new mission to give the ultimate gift to 6 million Americans living with paralysis – the gift of independence

BERKELEY, CA, USA, March 28, 2016 /EINPresswire.com/ -- Fleximug (www.fleximug.com), a unique hands-free drinking aid, helps people with physical disabilities and paralysis (e.g., multiple sclerosis, spinal cord injury, and stroke) drink fluids independently. Today, the company announced the launch of a new [online store](#) that aims to help disabled Americans and their families to live flexibly – thanks to a patent-pending design, years in the making.

"Over 6 million people in the United States and millions more around the world can't take a drink of water without assistance. Fleximug set out to change that. Helping our customers regain even the smallest measure of independence is its own reward, and we're constantly seeking new ways to help those who find it most difficult to help themselves," said David Cardell, who founded Fleximug after witnessing his mother suffer from multiple sclerosis for more than 30 years.

"As time passed, she became increasingly dependent on others – for virtually everything. Those with physical disabilities, their families, and caregivers can understand the heartbreak, the need for a better mousetrap. We were encouraged by my mother every step of the way," said Cardell.

According to the Christopher & Dana Reeve Foundation's [Paralysis Resource Center](#), almost 1 in 50 people in the US are living with paralysis – more than the population of Los Angeles, Washington D.C., and Philadelphia, combined. These are individuals with autoimmune and neurological conditions such as multiple sclerosis (MS), amyotrophic lateral sclerosis (ALS), and cerebral palsy, as well as those suffering from strokes, spinal cord injuries, and war veterans.

The annual costs of dealing with paralysis for a patient can be as high as \$769,351 in the first year alone, according to the University of Alabama National Spinal Cord Injury [Statistical Center](#). The medical costs are simply staggering, dwarfed only by the incalculable human costs of interrupted lives, and learning to cope with limited mobility. Fleximug's mission is to help.

"While the product was conceived for multiple sclerosis sufferers, it is now being used for so much more. The majority of the products we ship are gifts to friends or family members. We'll never stop reaching out to improve the quality of life for the disabled and paralyzed," said Cardell.

Fleximug is available through the company's online store and Amazon.com. Fleximug has begun wholesale distribution to medical supply stores, hospitals, spinal cord & brain injury rehabilitation centers, and is currently working on a Kickstarter campaign to help extend the reach of Fleximug's donation programs and help make the product accessible to more people



Fleximug is a patent-pending hands-free drinking aid designed to improve the lives of those with multiple sclerosis, quadriplegia, or other physical disabilities.

who need it, regardless of income.

ABOUT FLEXIMUG

Fleximug (www.fleximug.com) focuses on improving the quality of life and independence for people living with paralysis, including multiple sclerosis, stroke, and spinal cord injury. The Fleximug team develops products that enable sufferers to complete daily tasks more comfortably.

Fleximug is available in 24", 28", or 32" straw lengths, with prices starting at \$69.95. The company also sells a clamp-on cup holder (\$19.95) designed to attach Fleximug to wheelchairs, and Flexistand (\$119), an over-bed table with built-in cup holder, designed to fit mattresses up to 12" tall. Flexistand's optional smartphone and lifeline supports help users communicate, entertain themselves, or receive oxygen in bed, without assistance from a nurse or caregiver.

Fleximug is headquartered in Berkeley, California.

Photo - <http://www.fleximug.com/media/images/press/shipper.jpg>

Logo - <http://www.fleximug.com/media/images/press/logo.png>

Press release courtesy of Online PR Media.

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