



Emergency oxygen
when you need it.™

rapidoxygen.com

This brief is one in a series of non-technical articles that discuss bystander delivery of oxygen during breathing emergencies

Every Minute Counts During Breathing Emergencies

All of us have experiences shortness of breath during our lives. Often, periods of breathlessness are normal as when exercising or running for the subway. Other times breathlessness is caused by some underlying health issue which may be acute as with a heart attack, or chronic as with asthma. Breathing emergencies that cause a drop of oxygen levels in the blood and internal organs can lead to serious consequences, including coma and death in just a matter of minutes.

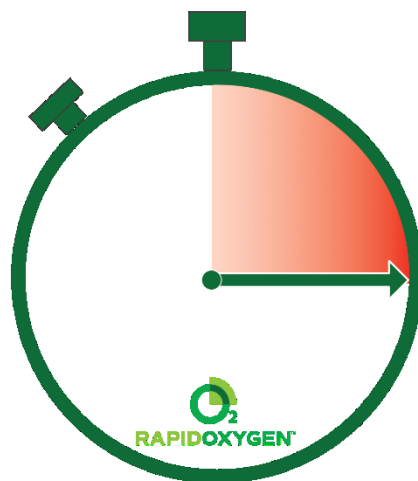
The 15-Minute Window

During a breathing emergency the victim may be unresponsive and not breathing or breathing abnormally. The victim's lungs may not be able to deliver oxygen-carrying air to the blood or to remove toxic carbon dioxide from the blood.

As seconds pass, the oxygen that was in the blood before the emergency began is consumed by the victim's internal organs, including the brain.

As the reservoir of oxygen in the blood is depleted the victim's cells begin to falter and die. The victim's body responds to the lack of oxygen in rapid phases from lightheadedness, to unconsciousness to coma and death.

Every Minute Counts During a Breathing Emergency!



- 1 lightheaded, brain cells affected
 - 3 lasting brain damage more likely
 - 5 death may be imminent
 - 8 average EMS response time
 - 10 coma and brain damage likely
 - 15 brain death may occur
- minutes**

portable emergency oxygen should be delivered immediately after calling 911 to help victims of breathing emergencies

The Importance of Public Access Emergency Oxygen

The R15 portable emergency oxygen device enables **any bystander to safely provide oxygen support to victims of any breathing emergency until EMS arrives on scene**. Cleared by the Food and Drug Administration (FDA) for use without a prescription or special training, the R15 does not present an explosion hazard as can compressed oxygen cylinders. Mounted in public spaces such as airports, shopping malls or corporate facilities, the R15 device enables anyone to provide life-saving support when needed.

R15 is a trademark of the Rapid Oxygen Company

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