



**BEST NEW PRODUCT WINNER MY CRUTCHES TO DEBUT LINE
EXPANSION AT MEDTRADE WEST 2023**

WORLD'S FIRST FASHION CRUTCHES POSITIONED AS DISRUPTOR IN MEDICAL EQUIPMENT SECTOR

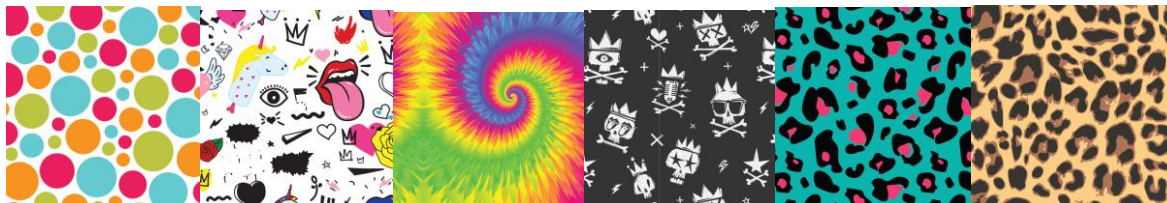
****VISIT BOOTH #945****



TRUMBULL, Conn. (February 2, 2023) – Consumer Products company SCS Direct will debut six new designs for the award winning *My Crutches – The World's First Fashion Crutches*, at Medtrade West, March 28-30, 2023 at the Kay Bailey Hutchinson Convention Center in Dallas, TX.

Following the massive success of the initial launch and hot on the heels of winning the *2022 Providers' Choice Gold Award* at last year's Medtrade West convention, My Crutches continues to prove its position as a disruptor in the medical equipment sector.

Born from the need to decorate crutches for an 8th grade graduation and after developing a method to print on crutches, the company unveiled its first four fashion crutches designs in 2021 with overwhelming success- Pink Camouflage, Green Camouflage, Cactus Garden and Paw Prints. Not only were they a hit, but they reinvented one of the biggest selling medical commodities.



Due to growing customer demand, the line is now set to expand its product offerings with the addition of six new, fun designs: Polka Dots, Doodle Icons, Tie Dye, Cross Bones and Teal Leopard & Cheetah.

In addition, a larger variety of sizing options will be offered to fit youths and adults from 3'9 to 6'4, with a maximum weight recommendation of 130 kgs/286 lbs. My Crutches are made from a sturdy, lightweight aluminum with skid-resistant tips, and comfortable, durable rubber grips & handles. The height is adjustable with an easy push button in 1" increments and a limited lifetime warranty is offered. The line is priced comparatively with an MSRP of \$49.99.

"I'm thrilled that My Crutches have been received so well in the marketplace," said SCS Direct Owner Howard Greenspan, adding, "We understand being hurt is not fun, and being on crutches can make it worse. We will continually develop new designs so that My Crutches allows consumers to put some fun in their step and move with style!"

SCS Direct continues to selectively choose partners and distributors and welcomes all inquiries and territories. **All are invited to visit SCS Direct at booth #945**

For additional information, media interviews, social media influencer partnerships or product sample requests, contact Denise Hawkins, Director of Public Relations, deniseh@scsdirectinc.com

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About My Crutches:

SCS Direct Inc. Owner, Howard Greenspan, remembers his daughter's disappointment when she realized that she'd be photographed with a broken leg and boring, silver crutches for her 8th grade graduation. To solve this problem, the tween gave that familiar piece of medical equipment a fashion makeover. From rhinestones to hand-painted designs, she matched her crutches to her graduation dress. It was at this moment that *My Crutches – The World's First Fashion Crutches*, was born.