



Through Partnership With First Aid Shoppe PrimeEffects Will Continue To Distribute Keychain Mini CPR Mask

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Anna Loehwing, COO of First Aid Shoppe, reported today that channel partner PrimeEffects will continue to function as a distribution outlet for their Mini CPR Keychain Mask. PrimeEffects has been a distributor for the mask and will remain in that capacity. PrimeEffects is a consumer products company focused on specialty items in the fields of health and safety. First Aid Shoppe is a first aid and survival company dedicated to delivering top-tier first aid and survival kits and gear to professionals and the general public. The Mini CPR Keychain Mask is a fold-out CPR mask that stows in a small, key chain sized pouch.

"This has been a strong partnership," says Ms. Loehwing. "PrimeEffects has been an amazing channel partner and their distribution is smooth and easy for the customer. We'll be continuing this relationship into the New Year and we're very happy to be making this announcement for them to continue making our CPR Mask available."

The Mini CPR Keychain Mask is a full-function breathing barrier that shields the rescue breather from contact with the victim, and vice versa. It is a semi-transparent shield that covers the contact areas of the victim while

allowing the victim's color and response to be monitored by the person administering CPR. A one-way valve at the center of the mask controls air flow to the victim, and prevents any backflow from the victim to the rescue breather.

"It's amazing how small this mask can fold down," says Ms. Loehwing. "It fits in a small nylon pouch, which is only about as big as an average key fob. The pouch has an attached key ring, and it fits easy right with your keys so you always have it in your pocket. The whole idea is that you have it handy when a CPR emergency strikes."

The Mini CPR Keychain Mask by First Aid Shoppe is available through channel partner PrimeEffects.

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For more information about First Aid Shoppe, contact the company here: First Aid Shoppe Anna Loehwing 727-442-4372 sales@customfas.com Clearwater, FL 33755

First Aid Shoppe

First Aid Shoppe is a First Aid company that provides quality emergency first aid products to consumers and professionals.

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