

Paxman publishes newsletter on media attention and marketing during Breast Cancer Awareness Month

Today, Paxman publishes the October issue of its newsletter aimed at shareholders, investors and other interested parties.

This month's issue highlights that Paxman was highlighted in several markets and also conducted a successful campaign in the United States during Breast Cancer Awareness Month in October. Entities and media highlighting Paxman Scalp cooling included Mayo Clinic Health System and the Good Morning America TV show in the USA, The Times of India, Brazilian TV and a national marketing campaign in Sweden in support of a breast cancer fund. Paxman's #YouveGotThisCampaign was launched in the beginning of October and includes both digital and physical billboard advertising.

The newsletter also includes information on a survey by ASCO with 600 oncologists in the USA, which shows a significant positive attitude towards offering scalp cooling to most chemotherapy patients, international orders from Brazil, Hungary, France and Romania, and that Paxman has been successfully recertified by the Medical Device Single Audit Program.

To read the newsletter and subscribe for upcoming issues, follow this link:

<http://bit.ly/paxoct21en>

Paxman's investor newsletter is published monthly as a part of the company's effort to strengthen its market communication together with the IR communication agency [Honeybadger](#). Every published issue of the newsletter is available on Paxman's website for investors, www.paxman.se. The company encourages feedback and requests on topics for upcoming issues of the newsletter.

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About Us

The Paxman Scalp Cooling System has been developed by the Paxman family to reduce hair loss in breast cancer patients undergoing chemotherapy. The concept behind the system came when the mother of four, Sue Paxman, experienced first-hand the trauma of chemotherapy-induced hair loss. With close to 3,500 systems delivered in to hospitals, clinics and treatment centres around the world, PAXMAN is the leading supplier of Scalp Cooling technology. PAXMAN's scalp-cooling cap is made from lightweight, biocompatible silicone that is soft and flexible, providing a snug yet comfortable fit during treatment. PAXMAN AB (publ) has its headquarters in Karlshamn (Sweden), with subsidiaries in Huddersfield (UK) and Houston, Texas (US).

The PAXMAN share is listed on Nasdaq First North Growth Market. FNCA Sweden AB is the company's Certified Adviser and can be contacted via info@fnca.se and +46 (0)8 528 003 99.

Attachments

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