



The Pediatric Headshape Clinic Announces Rebrand

FOR IMMEDIATE RELEASE (New Westminster, BC - June 23, 2021). The Pediatric Headshape Clinic, Canada's only specialized head shaping clinic, announced today that it has completed a major rebranding. This change follows the updated rebranding of SnugKap from HeadStart Medical and ultimately aligns the product and the clinics under one umbrella: ROKband (Remodelling Orthosis for Kids).

Established in 2010, the Pediatric Headshape Clinic has been successfully treating plagiocephaly at its four locations across Canada for more than a decade. The rebranding of the clinics to ROKband Pediatric Headshape Clinic will include their logo, website, and all collateral and reference pieces.

"I'm excited to relaunch SnugKap under the ROKband name and to continue to provide the same high level of care and education for families through our new ROKband Pediatric Headshape Clinic," said Jason Goodnough, CPO(c), CEO. "With our recent FDA approval and plans to increase global access to ROKband, we are excited to have a new brand identity to move us forward."

With the evolution of SnugKap and the Pediatric Headshape Clinic offering the product exclusively, the time is right to both update SnugKap's brand and align that with the clinic offering.

Visit www.rokbandclinics.com for more information.

About ROKband Pediatric Headshape Clinic

For over a decade, ROKband Pediatric Headshape Clinic (formerly the Pediatric Headshape Clinic) has been treating headshape asymmetry in their New Westminster, Burlington (Toronto), Calgary and Edmonton clinics. They are Canada's number one headshape clinic, welcoming over 5000 families annually to their locations. The focus at ROKband Pediatric Headshape Clinic is on education and connecting young families for the prevention and treatment of baby headshape asymmetry.

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