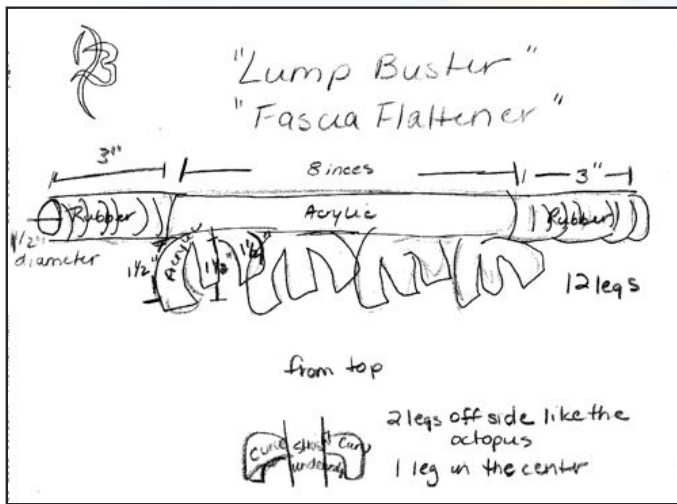
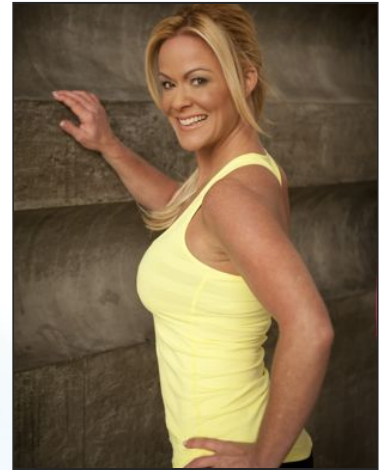


**Product Development**  
**LumpBuster Case Study**

Meet Ashley Black: Founder of Fasciology® | The Fascianista® | Author | Visionary | Entrepreneur. <http://ashleyblacksystems.com>

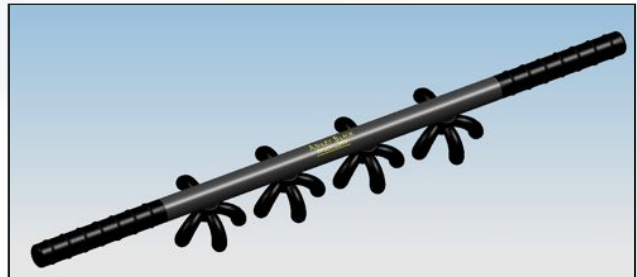
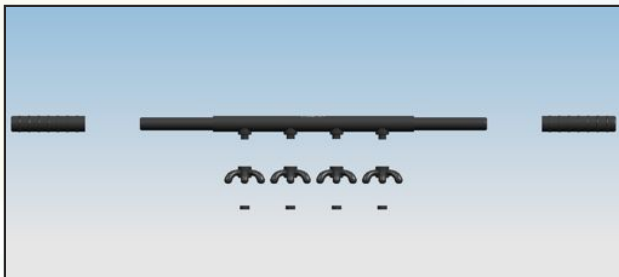
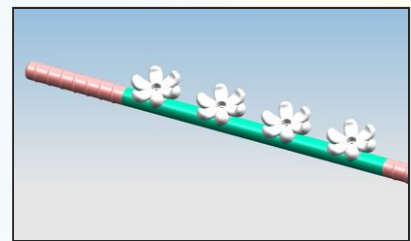
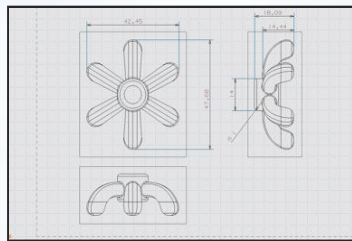
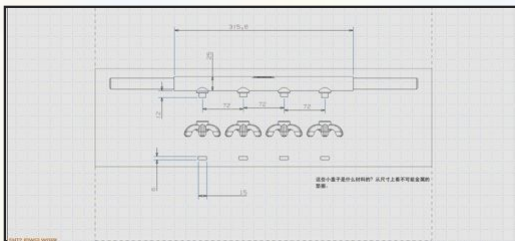
Ashley Black International Holdings, LLC (Ashley Black Systems®) is a 360 degree consumer experience for unique methods in the genre of Hybrid Health. Ashley is to the human body what Suzie Orman is to money, Dr. Phil is to relationships, and Rachel Ray is to food. Ashley isn't a physical therapist, chiropractor, masseuse, or personal trainer yet coaches, top sports agents, Olympic competitors, celebrities, and even moguls like Timbaland and Donald J. Pliner have turned to Ashley for over a decade because of her unprecedented expertise in hacking the human body, obliterating pain, and super-enhancing performance.



Ashley approached Avela Corporation about creating her brain child the LumpBuster™, which is designed to break-up and smooth Fascia lines in the human body. The idea is that with the LumpBuster™, anyone can perform fascial maintenance by himself or herself, leading to pain relief, better performance and an overall improvement in health.

It started with a meeting between Gary Young, President of Avela Corporation and Ashley at her clinic. Ashley provided a tablet sketch of the LumpBuster and we were off to the races.

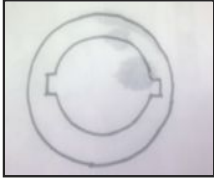
From her sketch we created mechanical drawings and a series of 3D renderings to confirm that we were on the same page.



## Avela Corporation Case Study

Our next step was to develop a prototype. It was difficult to know just how big the multi feet of the LumpBuster™ should be, so we used a 3D printer in China to help Ashley visualize the size.

After Ashley's approval, it was time to make the molds and create the first working prototype.



It was at this staged that Avela Corporation staff realized that the multi-feet needed to be keyed so that when glued and screwed down, they would not slip. A quick notebook sketch was all that was needed for approval. The idea worked perfectly.



After the molds were made, we needed to decide what kind of plastic to use for production. Avela prototyped two kinds of plastic for the LumpBuster and Ashley put several into the field for testing. One plastic proved strong but to brittle for aggressive use. We chose a more flexible plastic for the final production. We developed quality control (QC) procedures and went into final production.



Now it was time to consider the packaging. After choosing one of several package options provided by the Avela staff, Ashley had her web artist create a design that complimented the Fascology website. Avela used these design elements and created the print ready artwork. After a press check in China, we were preparing Lump Busters for Shipping to the US.



Here is photo of a happy Ashley from her Facebook Page. At Avela, we call projects like the LumpBuster™ happy beginnings!

<https://www.facebook.com/Fascianista?fref=ts>