



BKFK

Inventor Profile

BRANDON

1999

Name

Year Invented

16

9

Current Age

Age at time of Invention

Background:

Patent Status

Patent pending.

Product Background

At age 9 Brandon visited a children's hospital and saw a need for a comforting toy that could help kids who were receiving injections or getting blood drawn.

He realized that kids receiving injections were often frightened. The children's anxiety made the process to administer needles more difficult for the nurses.

Product Description

To solve this serious problem Brandon created a soft, cheerful hand-held stress toy that distracted, calmed and eased the pain of the child and in turn helped the medical personnel administer the injections. His first squeezable bug was designed like the ever loveable lady bug and now is envisioned as a family of colorful beetles. *The Needle Beetle* is not only fun for the kids in a stark and scary place but its function has both physiological (pumping the toy raises the vein) and psychological (calming the nerves) benefits to all.

Product Success and Accomplishments

- Mattel is producing the Needle Beetle to distribute to Children's Hospital's nationwide as a goodwill giveaway.
- Brandon was featured on *Discovery Kids TV Show*, and Winthrop University Hospital and Kids Cancer Center has their kids using them.

THE NEEDLE BEETLE™



BY KIDS FOR KIDS, where kid's ideas become a reality!

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