



# LifeVac® Anti-Choking Device

**5125**  
LIVES SAVED TO DATE



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# When choking happens, seconds matter

## When First Aid Fails

30% of choking deaths happen after back blows and abdominal thrusts fail.

First aid protocol calls for abdominal thrusts and back blows to be provided. The LifeVac® is not a replacement for these, but is there to support should first aid measures fail to clear the blockage.

## Choking can kill in less than 10 minutes

Responding to choking is a matter of life and death. Within minutes a person can suffer brain damage due to lack of oxygen and within 10 minutes they could be dead.

A person's best chance of survival is within the first 6 minutes, while brain damage is possible after the first 4.

## Time is of the essence

The average emergency response time is 7 to 12 minutes.

0-4min 6-10min

Brain damage unlikely

Brain damage probable

4-6min 10+min

Brain damage Possible

Death is probable



## Protecting Lives in a Choking Emergency

Choking is a sudden and unpredictable emergency that leaves little time to react. It can strike anyone, whether at home, at work or on the go. In those critical moments, access to the right life-saving equipment is essential.

The LifeVac® device is suitable for many environments where there is a risk of choking. For example, with multiple mask sizes, it is suitable for nurseries, where babies and toddlers may put objects in their mouths or struggle with solid food; in restaurants if someone begins to choke while eating; and in care homes for individuals with neurological conditions that increase the risk of choking.

# 3514

## LifeVac® in action

### - Story Spotlight

On 30th January 2025, an 87-year-old female with dementia in Ireland choked on a sweet causing a complete airway obstruction.

“LifeVac® saved this client's life. When you have clients who have Dementia and can't always follow directions (such as stand up), have poor mobility, or are unable to stand, then abdominal thrusts may not be effective. As a result, LifeVac® is a lifesaving device.”

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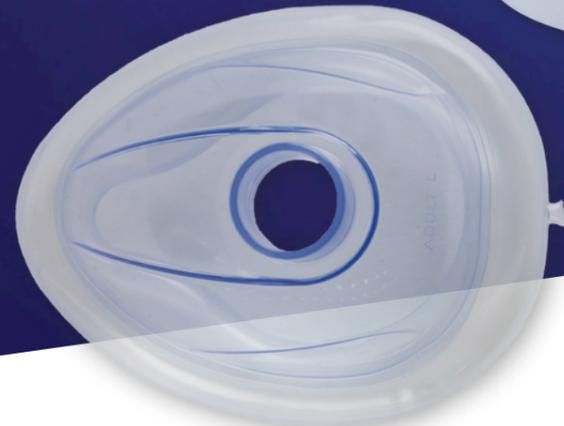
# About The LifeVac® Device

Designed for situations where standard first aid has not been successful, LifeVac®

can be used on both adults and children. It requires no power, no training, and poses no risk of invasive injury.

## FACE MASKS

Masks come in paediatric, small, medium and large to ensure a proper seal. A paediatric mask has been used on a casualty as young as 2 months old.



## ONE-WAY VALVE

Air escapes through the vents, reducing the risk of pushing obstructions further into the airway.

## The Benefits of a LifeVac® Device

- Life-saving Anti-Choking Device – at the date of publication this device has saved 5125 lives.
- Regulated Medical Device – CE marked, UKCA marked, MHRA regulated and MDR compliant.
- Uses a one-way valve and suction mechanism – provides non-invasive airway clearance, reducing the risk of pushing the obstruction further down the throat.
- Free replacements – in the unfortunate event that you have to use the LifeVac®, you are eligible for a free replacement from LifeVac®.
- Compact, portable design – the LifeVac® is easy to store, even when there is minimal space available.
- Medical publications – LifeVac® is backed by 15 peer reviewed medical publications proving safety, effectiveness, lives saved and ease of use.



Simple.  
Non-Invasive.  
Ready When You Are

The LifeVac is simple to use on anyone, whether they are sitting or lying down. It works using the same easy steps outlined below to remove an object blocking the airway, using a non-invasive method. The device has even been self-applied by individuals who begin choking while alone, helping save lives in these situations too. Whether the blockage is partial or complete, the LifeVac® can help remove or reduce it, allowing air to flow again until help arrives.

Watch the LifeVac® in action



## How to Use LifeVac®

LifeVac® can be used by anyone, at any time. Simple, quick motions allow for rapid action in an emergency. Simply place the mask over the mouth and nose, push the handle down and pull up sharply.



The mask is placed over the nose and mouth to create a seal. When the bellows are depressed, air is expelled through a patented one-way safety valve, and the subsequent swift upward motion generates the suction needed to help remove the obstruction.

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**4471**

## LifeVac® in action

### - Story Spotlight

On 5th August 2025, a 6-month-old girl choked on dried bread resulting in a complete airway obstruction.

“My toddler gave my baby a piece of food that he found. I used my previous BLS/CPR training to do proper back blows with her on my forearm with her head tilted to open the airways and tried for a minute to dislodge the food. When I realised that was not working, I rushed to the kitchen to retrieve my LifeVac®. She went right back to normal after we stopped her from choking.”

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Find out more  
about this  
lifesaving  
device

