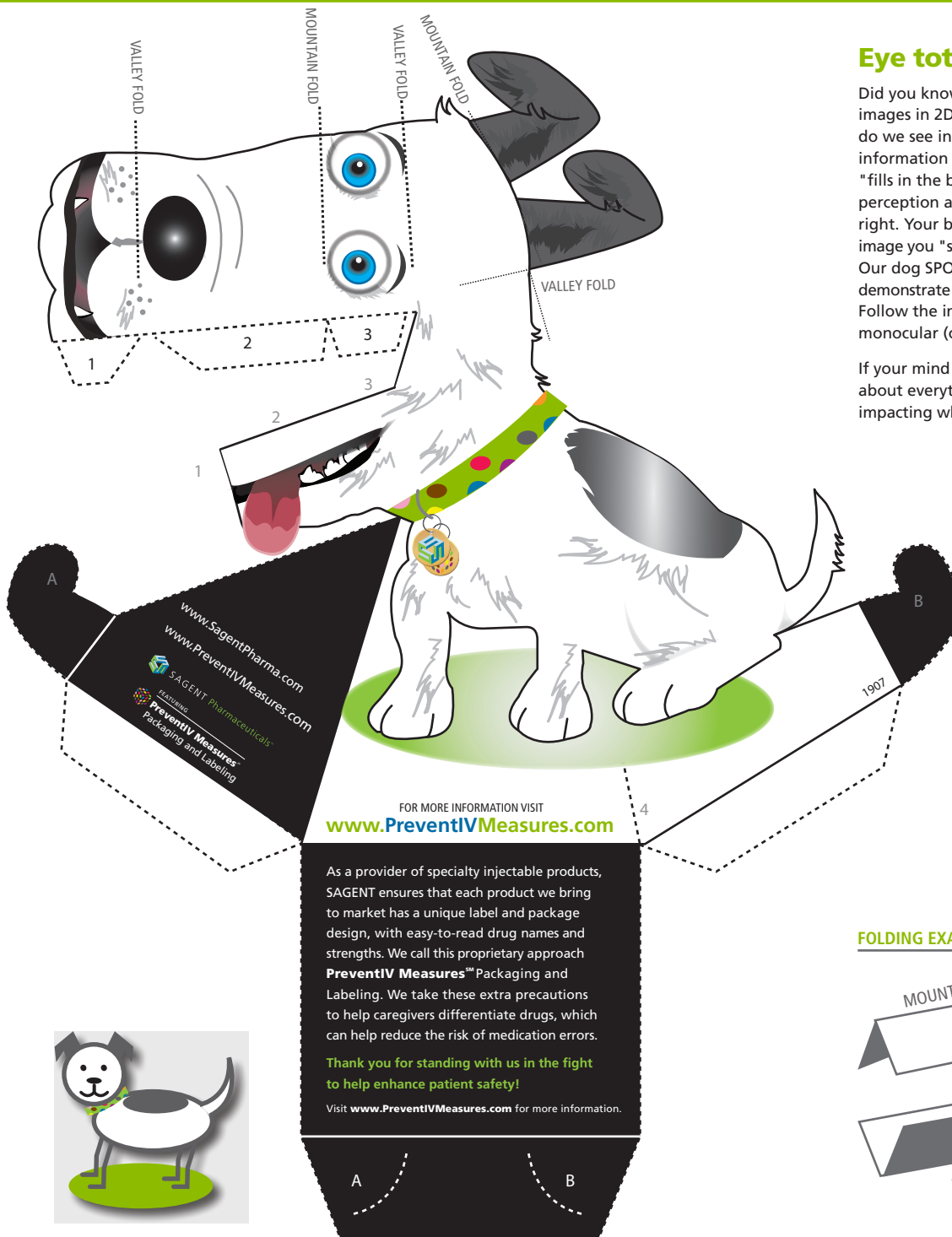


Your mind can play tricks on you!



Eye totally didn't see that!

Did you know that your retina sees images in 2D and upside down? So how do we see in 3D? Your brain combines the information each eye provides and then "fills in the blanks" to create depth perception and one 3D image. That's right. Your brain is governing the one image you "see" with your two eyes. Our dog SPOT here (at left) can help demonstrate how this phenomenon works. Follow the instructions below to see a monocular (one-eye) illusion* in action!

If your mind is making such assumptions about everything you see, how is it impacting what you see in your pharmacy?

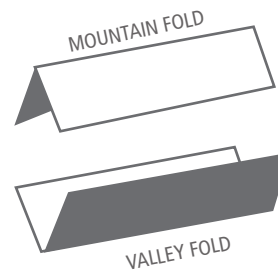
FOR MORE INFORMATION VISIT
www.PreventIVMeasures.com

As a provider of specialty injectable products, SAGENT ensures that each product we bring to market has a unique label and package design, with easy-to-read drug names and strengths. We call this proprietary approach **PreventIV Measures™** Packaging and Labeling. We take these extra precautions to help caregivers differentiate drugs, which can help reduce the risk of medication errors.

Thank you for standing with us in the fight to help enhance patient safety!

Visit www.PreventIVMeasures.com for more information.

FOLDING EXAMPLES FOR THE FACE



*Consortium on Cognitive Science Instruction Web site. http://www.mind.iilstu.edu/curriculum/vision_science_intro/vision_science_intro.php?modGUI=204&compGUI=1940&itemGUI=3375Can. Accessed March 4, 2015.

Here's how to create your own illusion of SPOT, the PreventIV Measures dog!

- 1) Punch out.
- 2) Valley fold flaps 1, 2 and 3.
- 3) Fold head using scored lines (See valley/mountain folding examples above). *Note: face will be concave (inside out) when folded correctly!*
- 4) Tip head forward to connect flaps 1, 2, and 3 with their corresponding numbers on the back of the dog's head and tape into place.
- 5) Mountain fold around line 4 and the black border on the left all the way up to the collar to create the base of the dog body.
- 6) Mountain fold the white line above the A and B slots in the base. Insert tabs A and B into their corresponding letters on the base.
- 7) For a finishing touch, valley fold the ears and the tail.
- 8) This is a monocular (one-eye) illusion. View your dog with one eye closed or through a cell phone camera and watch the dog follow you.

Back of Dog

