

Where does the name RefleXion Medical come from?

The name dates back to 2008 from discussions between RefleXion Medical's founders, Sam Mazin, Ph.D. and Akshay Nanduri. They wanted to convey the source of the therapy as well as its capabilities.

So, what does it mean?

On the surface, the system operates by "reflecting" gamma rays created by the accumulation of the PET tracer by the cancer cells back towards the tumor. It's also the combination of the words "reflex" and "ion," both important components of the RefleXion technology. Specifically, PET emissions from cancer cells trigger immediate responses from the machine to destroy them with ionizing radiation, hence the suffix, "ion." "Reflex" comes from the fact that the machine works in a fast, reflexive way. The capital X comes from the word X-ray, the source of the therapy.

What about the word "reflection?"

The name also looks very similar to the word "reflection," which wasn't an accident. While there are elements of reflection in the technology itself, the founders had a more basic idea behind the name. From day one, they've understood the pain and personal anguish cancer can cause. With the healing power of RefleXion's technology on the body, the goal is that it can provide a moment of soothing reflection in the mind as well.

What about the X?

At the heart of the name is the letter X, which plays an important role in the history of radiation. When the German physicist Wilhelm Conrad Roentgen discovered X-rays in 1895, he used the X to denote the unknown, because he had no idea yet what they were. We now know, but the name stuck even as X-rays revolutionized the field of medicine. More than a century later, that discovery is still being transformed and refined to save lives.

RefleXion's first logo made use of the X to convey four arrows pointing towards the center to represent X-rays toward a tumor. The logo was later modified by softening the X and splitting it in half to convey a pair of chromosomes and reflection, or a mirroring effect, thus giving a nod to the concept of using biology to guide X-rays or radiotherapy.

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Media Contact:

Amy Cook

acook@reflexionmedical.com