



NEWS RELEASE
FOR IMMEDIATE RELEASE

CONTACT: Anna Schrock, Product Manager
The Hygenic Corporation
aschrock@hygenic.com
330-634-2219

CHRONIC BACK AND NECK PAIN PATIENTS IN NEED OF NEW REHAB KIT SOLUTIONS

Akron, Ohio - February 23, 2009 – A new study, funded by the National Institutes of Health, finds that exercise as a treatment for chronic back and neck pain may be under utilized, according to a survey of individuals recently seen by their healthcare provider. The authors note that exercise is “one of the few moderately effective therapies for the highly disabling illness of chronic back and neck pain.”

The study, published in the February edition of *Arthritis Care & Research*, was led by Timothy S. Carey and Janet K. Freburger of the Cecil G. Sheps Center for Health Services Research at the University of North Carolina Chapel Hill. It consisted of a telephone survey of 684 individuals with chronic neck or back pain who saw their physician, chiropractor or physical therapist in the past 12 months. Of the 684 subjects polled, only 48% were prescribed exercise. The results of this new survey suggest healthcare providers may need new and better solutions for their patients.

The Hygenic Corporation has just announced the introduction of the Thera-Band[®] Lower Back Rehab Kit and the Thera-Band Neck/Cervical Rehab Kit as best practice solutions for patient home exercise programs. Each kit includes Thera-Band resistance exercise products and Biofreeze[®] Roll-On or Spray for muscle aches and pain management.

The Rehab Kits are supplied with a complete Active Care program that healthcare providers can customize for their patients. The accompanying 20-page Active Care Guide provides illustrated Thera-Band strength, flexibility, balance, and functional exercises; lifelong physical activity education; and an exercise log for patient tracking and provider review. The accompanying Active Care DVD demonstrates correct patient set-up and positioning through full color video and narration.



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Recognized as the industry standard, Thera-Band elastic bands carry the endorsement of the American Physical Therapy Association. Additional information on Thera-Band elastic bands and the full line of Thera-Band rehabilitation and exercise products can be found at www.Thera-Band.com. Biofreeze Pain Reliever, a unique, effective pain reliever formulated to provide a variety of benefits for therapy, pain relief, exercise training and overall comfort, is recognized for over 15 years of patient use and preference worldwide. Additional information on Biofreeze Pain Reliever can be found at www.Biofreeze.com.

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