



NEWS RELEASE
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Introducing Two New Biofreeze® Pain Relief Products

Innovative products that extend a practitioner's care

Akron, Ohio – January 6, 2010 – Performance Health / Hygenic Corporation announces the introduction of two new Biofreeze® Pain Relief products – Biofreeze Pain Relieving Wipe and Biofreeze Pain Relieving Gel with Hands-Free Applicator. These new products extend a practitioners' level of care by providing patients with more options for managing their pain.

“Biofreeze Pain Reliever is a unique, effective product that offers a variety of benefits for therapy, pain relief, exercise and training; things that contribute towards improving quality of life,” stated Dana Mackison, DC, Director of Chiropractic Education for Performance Health / Hygenic Corporation. “With these two newest offerings, the healthcare professional now has the additional benefit of tailoring the application of Biofreeze specifically to meet the needs of their patients.”

The new Biofreeze Pain Relieving Wipe is the first pain relieving wipe in the market, and the first high potency product in the Biofreeze line. The high potency is obtained through an integrated cooling technology and provides maximum intensity making it strong enough for the deepest pain. Its small single-use packaging allows patients and/or clients to conveniently place a supply wherever they might anticipate pain events such as gym bags, first aid kits, office desk drawers, purses, pockets or in the glove box of their car. These single-use, disposable wipes are available in 24-count packs.

The new Biofreeze Gel with Hands-Free Applicator is the first twist-off applicator of its kind in the clinical market. The new packaging design allows the patients and/or clients to apply Biofreeze either hands-free or hands-on. When applying hands-free, the no-mess, delicate sponge applicator ensures an even application of Biofreeze Pain Reliever on sore joints, including knuckles, knees and elbows. When a stronger massage is needed, the applicator cap can be removed and the Biofreeze Gel can be applied directly by hand. Patients can now choose between two applications to obtain all the pain relieving benefits of Biofreeze Gel.



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“These two new products were developed with input from healthcare professionals and as an extension of our number one recommended Biofreeze product line. We are confident that people will love these new products and will purchase them for use at home and on the go,” stated Jeff Mathers, Product Manager at Performance Health / Hygenic Corporation. “This new product offering extends the level of care provided by the practitioner, contributes to their standing as a practitioner with leading-edge care and generates another resource of incremental revenue for the practice.”

Performance Health / Hygenic Corporation is a leading designer, manufacturer and marketer of a broad portfolio of products for the therapy, rehabilitation, massage and wellness markets. Maker of market-leading Biofreeze® and Thera-Band® products, Performance Health / Hygenic Corporation provides evidence-based protocols, education, turn-key dispensing and pain management solutions. www.Biofreeze.com www.Thera-Band.com www.Thera-Bandacademy.com

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