

FOR IMMEDIATE RELEASE
Contact: Kim Simmons
Tel: 330-634-2216
E-mail: ksimmons@hygenic.com

REVENUE GROWTH OPPORTUNITIES WITH BIOFREEZE

Take Advantage of Brand Power to Build Your Business

February 2009 - Biofreeze Pain Reliever is the topical analgesic most widely-used and confidently-recommended by wellness professionals. For over 15 years, it has been the pain reliever of choice for hands-on health professionals including athletic trainers, chiropractors, massage therapists, occupational therapists, physical therapists and podiatrists. Recommendations provided by health professionals are a powerful influence on the product choice patients and clients make for their topical pain relief solutions.

Take full advantage of the tremendous Biofreeze brand equity you have helped to build by using the tools provided by Performance Health, *at no charge*, to capitalize on the popularity of the Biofreeze product and generate additional revenue for your practice. Offer Biofreeze products to your patient or client as an extension of your standard of care. Display Biofreeze products prominently in your practice so patients and clients know it is available from you. Participate in the Patient Education Program which provides you with brochures with an attached Biofreeze Gel sample. Brochures can be customized to include your practice's name and contact information, providing referral of the services you offer and identifying that you offer Biofreeze products.

If you need a countertop unit to display Biofreeze or would like to order customized Patient Education brochures, please contact Performance Health at 1-877-493-6734.

The popularity of the Biofreeze Brand has Performance Health frequently addressing the issue of Biofreeze product finding its way onto retail store shelves, most recently at CVS drug stores. Performance Health is working to remove Biofreeze product from their shelves. Learn more about this initiative by visiting www.biofreeze.com and visit our News and Press section. Performance Health remains committed to upholding the statement that appears on every label of Biofreeze Pain Reliever: *"Formulated for authorized distribution through hands-on health care professionals for the patients, clients and athletes under their care."*

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