



NEWS RELEASE
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Introducing the Newest Thera-Band® FlexBar® Resistance Option: Yellow

A beginning resistance level for rehab, pediatric and geriatric patients

Akron, Ohio – March 8, 2010 – Performance Health / Hygenic Corporation announces the introduction of the new Thera-Band® FlexBar® Yellow Resistance for upper extremity rehabilitation and stabilization training. This new Thera-Band FlexBar is the extra light resistance option for beginning rehab, pediatric, or geriatric patients.

“With the addition of this product, hands-on healthcare professionals have a broader range of options to match to their specific patient’s needs,” stated Phil Page PhD, PT, ATC, Director of Research and Education for Thera-Band Academy. “Thera-Band FlexBars are unique in their ability to deliver consistent progressive resistance between products in different color-coded levels. Healthcare professionals can confidently use this product knowing that it can be relied on to support patient’s treatment goals.”

The 12” Thera-Band® FlexBar® is a flexible, durable resistance device with a ridged surface that ensures a secure grip during use. It is supplied in four progressive resistances beginning with new Thera-Band Flexbar Yellow/Extra Light and progressing to Red/Light, Green/Medium and Blue/Heavy resistance levels for greater challenge. It is used to improve grip strength and upper extremity stabilization through bending, twisting or oscillation movement. It has been research-proven effective for chronic lateral epicondylitis -- a.k.a. tennis elbow, offering a cost-effective treatment that requires no injection or expensive equipment.

Dr. Page continued, “The initial research on the Thera-Band FlexBar’s effectiveness on tennis elbow was done with the Red/Light FlexBar, with most of the study participants progressing on to the next level of resistance. This new extra-light resistance FlexBar offers a lower starting point for patients dealing with pain levels that limit their ability to start with the red bar.”



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Thera-Band FlexBar is used routinely by therapists and trainers for clinical rehab and sold by Thera-Band authorized healthcare distributors.

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 Thera-Band® and Biofreeze® products, Performance Health / Hygenic Corporation provides evidence-based protocols, education, turn-key dispensing and pain management solutions.

www.thera-bandacademy.com www.biofreeze.com www.thera-band.com

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