



NEWS RELEASE
FOR IMMEDIATE RELEASE

CONTACT: Kim Simmons
The Hygenic Corporation
ksimmons@hygenic.com
330-634-2216

Thera-Band® Foot Roller

An Effective Solution for the Therapist and the Client

Akron, Ohio – September 16, 2009 – Hygenic Corporation / Performance Health recently introduced its new Thera-Band Foot Roller at the 2009 FSMTA Annual Convention. This new product, with its application for self care and as a general bodyworks product, received rave reviews by those in attendance at the show.

The Foot Roller was initially developed for those individuals seeking an affordable and effective solution for relieving foot pain caused by common conditions such as plantar fasciitis and heel spurs. However, in the hands of a massage therapist, the Thera-Band Foot Roller becomes an ideal tool for relieving tension and stimulating circulation in other areas of the body as well.

“Incorporating self-care exercises into your daily routine is a must if you seek a long-term career practicing massage therapy,” stated Anna Schrock, Product Manager at Hygenic Corporation. “If you aren’t doing enough to nurture yourself on a daily basis, then the foot roller may be the ideal self-care solution you seek as it can easily be incorporated into a massage therapist’s on-the-go lifestyle. Sold with a Biofreeze® Pain Relieving Gel sample, the Foot Roller becomes a great solution for relieving pain and tension in many areas of the body.”

The Thera-Band Foot Roller features supple natural rubber, a ridged design and a hollow core. Because it can be chilled or frozen, the Foot Roller provides a cold therapy that may help reduce inflammation. Retail packaged and complete with usage instructions, the Foot Roller is designed to stimulate nerve endings on the bottom of the foot—otherwise known as acupressure points—and trigger relief for sore, tired feet. Regular use may help improve mobility, decrease fatigue and increase circulation, which in turn benefits the entire body and strengthens one’s overall well-being. Clients and therapists will find the massaging benefits of the roller pleasant and therapeutic. The Foot Roller is also a great way to add value to massage sessions; they can be used on clients during sessions to give the therapist’s hands a break. This helps prevent burnout and provides an enjoyable add-on service for clients.



Page 2 - September 16, 2009

Foot rollers also make great resale item and therapists should encourage clients to use this tool as part of an at-home self-care program to complement their massage sessions.

One of the most appealing features of the Foot Roller is its ease of use. It has no batteries or complicated electronics, and it doesn't have to be plugged in. It can be used while watching TV, reading the newspaper or talking on the phone. And because of its size and shape, many therapists are coming up with alternative uses for this versatile tool such as a once- or twice-a-day routine for feet, palms and both flexor and extensor sides of the forearms.

Backed by the trusted Thera-Band name, therapists are assured of the Foot Roller's quality and benefits, and can confidently dispense the product to benefit clients while building practice revenues. For more information about this new product or any other Thera-Band products, visit www.Thera-Band.com or call 800-321-2135.