

The first backache healer in SA yields conclusive scientific results

October 2010

On the market since 2004, the Swedish Acupressure Spike Mat launched in South Africa in January this year as part of an extensive global rollout. The mat, which is currently undergoing scientific study at Karlstad University in Sweden, has shown promising results so far, including a measurable reduction of the most acute pain in volunteer participants. The final study results will be released in October 2011 and an impressive 80 000+ mats have been sold in Sweden in the past year alone.

Produced in Sweden and made from recyclable materials, the mat can be used for a number of back-related ailments, such as slipped discs, stiffness, lower back pain, stress, tense muscles, knots, chronic aches, whiplash and fibromyalgia. It is also extremely effective in alleviating pain, headaches and promoting relaxation, providing comfort to tired aching muscles, as well as aiding in sleep induction. Due to the mat's huge success in Sweden, government there even pushed for scientific research to be done and funded the Karlstad University to further investigate the benefits.

Anette Kjellgren, Associate Professor of Psychology at the University, has led a study where pain patients had an opportunity to try out the spike mat. "What we found in the study was that pain peaks were truncated. This difference was sufficiently great to be significant as we researchers say, that is, big enough to be measured and established statistically.

The spike mat thus appears not to help patients' constant dull pain, but it can offer some relief for powerful pain attacks."

The mats are available in two models: the *Classic* comprising of hard plastic spikes which work deep into the muscles, and the *Soft* model which is developed for the neck and for people with sensitive skin but can be used by everybody on the neck, back, lower back, buttocks and thighs. The intensity of the spike pressure can be increased or decreased, increased by using the mat on bare skin or decreased by wearing a t-shirt. The Swedish

Acupressure Spike Mat is popular amongst athletes for sport injuries and can be used after a hard workout for muscle relaxation.

The Swedish Acupressure Spike Mat can be purchased online at www.swedishspikemat.co.za or by contacting Quality Wellness Products on 021 813 6444 or contact@swedishspikemat.co.za. The mats, Classic or Soft, cost R349.00 each. Mats can be joined for maximum effect and the combo price for two is R599.00. A five year warranty and 30 day money back guarantee is offered to make sure that users are 100% happy with their purchase.

Many physical therapists, masseurs and other specialists use the mat in their treatments as it relaxes the client and makes it easier to treat muscles. Voted the best Christmas gift of 2009 in Sweden the mat is sure to be on the 'wish list' of every backache sufferer in South Africa.

ENDS

Words 469

Issued on behalf of: Quality Wellness Products (QWP)

Issued by: Magna Carta

Contact: Michelle Burt

T: (021) 417 5930

M : 083 295 1924

michelleb@magna-carta.co.za