



June 15 2009

media release

the *physicool*[™] advantage new, cool bandage

physicool[™] is the latest development in sports medicine technology to arrive on the Australian sports scene and will be experienced first hand by sports professionals from across Victoria attending SMX2009 (Victorian Conference of Science & Medicine in Sport and Exercise) on Sunday, June 21.

It is unique in that it provides both cooling and compression at the same time and a no-ice alternative for the treatment of strains, sprains and bruising, providing advantages post-game for people serious about maximising recovery from soft tissue injuries.

The re-usable physicoool[™] bandage, designed using 100% cotton for optimal compression, is pre-soaked in a specially formulated coolant that when applied to the body, rapidly evaporates, causing a reduction in temperature by a possible 7 degrees in 10 minutes, cooling consistently for up to 2 hours.

It is the only therapeutic bandage available to treat soft tissue injuries in this way as a part of the prescribed 'RICER' regime, which is 'Rest', 'Ice', 'Compression', 'Elevation' and 'Referral', revolutionizing traditional methods to reduce inflammation and bruising of muscles, tendons and ligaments.

The product is already available internationally in Europe and the United Kingdom and is being used to treat soft tissue injuries by elite athletes across a range of sports.



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Without ice or any need for refrigeration, the re-usable cooling bandage can be used on the sports ground or wherever injury occurs and is a practical item for sports bags, backpacks and first aid kits at work, home or in the car.

Whilst the product was developed primarily for a sports market, its application has included post-operative care in hospitals, making it a desirable and versatile solution where immediate cooling and compression is required.

The bandage is available in two sizes to ensure optimal coverage. Bandage Size A retails for \$29.95.

Physicool™ has been endorsed by the Therapeutic Goods Administration for distribution in Australia and is currently available online at www.physicool.com.au

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