



PRESS RELEASE

First backache healer launches in SA January 2010

On the market since 2004, the Swedish Acupressure Spike Mat launches in South Africa this month, as part of an extensive global rollout.

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, chronic aches, whiplash and fibromyalgia. The mat can also be effective in pain relief and relaxation, provides comfort to tired aching muscles, as well as, aids sleep induction.

Susanna Lindelöw, manufacturer of the Swedish Acupressure Spike Mat says: “The technique of lying on a ‘bed of nails’ has been used in India for thousands of years for relaxation exercises, meditation, and yoga. There are many factors which indicate that the pressure produced from the ‘nails’ result in pain relief. For many years I experienced chronic back pain and frequent slipped discs. I was unable to find an off-the-shelf ‘bed of nails’ to purchase, which led me to manufacture my own Acupressure mat”.

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 has soft plastic nails more suited for sensitive skin. For optimum results, it is recommended that the mat be used for 20-40 minutes as often as necessary. The mat is popular amongst athletes for sport injuries and often used after a hard workout for muscle relaxation.

In designing the mat Susanna took a number of elements into consideration. The mats are gentle and do not puncture the skin, only TPE plastic should be used and not PVC or latex, they are also adjustable to suit different levels of sensitivity and size, and for hygiene purposes, are washable. “I am still amazed by the results the mat achieves with everyone who uses it,” says Susanna.

The Swedish Acupressure Spike Mat can be purchased online at www.swedishspikemat.co.za, www.wellnesswarehouse.co.za, www.all4women.co.za or www.faithful-to-nature.co.za, 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. The Swedish Foot Spike Mat, specifically made for feet, is also available for R349.00.

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. Give the Swedish Acupressure Spike Mat a try and enjoy the natural pleasures of life!

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Words 406

Issued on behalf of: Quality Wellness Products (QWP)

Issued by: Magna Carta

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