

ELASTOPLAST EVERYDAY SUPPORTS



When you dispense advice and prescriptions to customers on an everyday basis you are familiar with the more common aches and pains, including injuries related to chronic, acute and recurrent joint pain.

Contrary to what many people think, it is not only sportsmen and sportswomen who are prone to this type of injury: people of all ages become injured during everyday activities like gardening, housework, or playing with children or grandchildren. These injuries can compromise their quality of life and prevent them from doing the physical things that they enjoy.

A surprising number of people are injured during everyday activities: for example, joint pain triggered by housework and gardening alone affects 51 percent of the population in the long term, and between 31 percent and 33 percent in the short term*! Spraining an ankle, wrist or knee can also increase the risk of re-injury by as much as between 40 percent and 70 percent.

THE BEST PRESCRIPTION

In less severe cases, and for healing injuries such as a mild ankle sprain, pain in the wrist or palm (early carpal tunnel syndrome) or tennis elbow, the World Health Organisation (WHO) recommend complementary physiotherapeutic techniques such as health supports, joint specific exercises and physical modalities like hot and cold applications. This serves to relieve pain and support joint function.

THREE-IN-ONE HEALING

Suitable for recent or healing injuries, the *new Elastoplast Everyday Supports* for knee, wrist and ankle, gently compress and support injured joints, protecting affected areas from further damage, and speeding up the healing process.

Elastoplast Everyday Supports make use of three basic therapeutic principles in relieving joint pain:

- **Proprioception:** The continuous, gentle pressure of *Elastoplast Everyday Supports* stimulate proprioceptors in skin, tendons and joint

capsules, increasing awareness of the sensitive joint, and so helping prevent any potentially painful movements.

- **Gentle compression:** By exerting gentle pressure on both the joint and underlying subcutaneous tissue *Elastoplast Everyday Supports* prevent edema and fluid accumulation. With a sprained ankle, for example, swelling will go down more rapidly, which in turn will reduce pressure in the subcutaneous tissue and relieve pain.
- **Healing warmth:** By warming up underlying tissue and promoting microcirculation, *Elastoplast Everyday Supports* increase metabolic activity in the warmer areas. Thus stepping up the supply of oxygen and nutrients to the tissue, supporting the healing process.

ALL-ROUND PERFORMANCE EXCELLENCE

Elastoplast Everyday Supports for stiff, weak or injured knees, wrists and ankles have been designed in collaboration with a panel of specialised physicians and medical therapists, and are preferred by consumers internationally for their superior combination of support, comfort and anatomical fit. In addition to therapeutic relief from pain, *Elastoplast Everyday Supports* offer the following built-in benefits to ensure that patients wear the supports continuously for a healthy recovery:

- Skin friendly: Elastoplast Everyday

Supports are manufactured from soft, breathable materials, guaranteeing extreme comfort. Free to be: Their sleek design of the high-quality dual-stretch materials fit perfectly to body contours, allowing freedom of movement, while the anatomical shape of the supports ensures optimal comfort and protection.

- No show: Health supports fit discreetly under clothing, with the added bonus of special comfort panels in the knee and ankle supports reducing unsightly bunching behind these joints.
- No sweat: The especially selected textile fibre composition used in the Elastoplast Everyday Range keeps joints and muscles warm, prevents sweating and reduces skin irritation.
- Made to measure: Reversible and adjustable, Elastoplast Everyday Supports can be worn on either the left or right side, and are available in different sizes to ensure a perfect fit.

Now with the new *Elastoplast Everyday Supports*, your patients can still enjoy life to the full, every day, without having to worry about pain putting a stop to play.

Available from Clicks and Pharmacies from R59,99 (Knee, Wrist and Ankle)

* *Beiersdorf Market Research (Germany) 1999*

