

P R E S S R E L E A S E

Date: 20 October 2006

For immediate issue

A gadget for life, not just for Christmas

If you've already booked your ticket back home for Christmas, you are probably already getting excited about spending time with friends and family away from the damp and dreary UK. But along with the excitement is the inevitability of being cooped up on a plane for hours and hours on end, feeling tired and achy. So, along with your ticket and passport, shouldn't you be thinking about buying one more essential travel item?

The Circulation Booster Mobile (CB Mobile) is a revolutionary device proven to increase blood flow by up to 145% in a healthy person, reducing swelling and aching in your legs and significantly reducing the risk of DVT. No bigger than a mobile phone and costing only £99, this is a small gadget that's perfect for those long flights home and could be a real life-saver.

The CB Mobile can help prevent the formation of blood clots, the cause of DVT which, in many cases, can lead to the potentially fatal pulmonary embolism. It focuses on the most vulnerable area of the body – the legs – sending gentle electric impulses through the skin via conducting fibre socks. Nerve endings in the feet are stimulated by these pulses, which causes the muscles in the calf to contract, resulting in a pumping action that forces the blood in the deep veins of the calf towards the heart.

It is estimated that 8,000–9,000 British airline travellers develop DVT each year, with the condition claiming the lives of 500–1,000 passengers¹. Much has been reported about the condition affecting airline travellers, but the truth is that people are at risk if they are immobile for long periods at a time.

The CB Mobile is the latest product from High Tech Health and is proving to be hugely popular. By improving the body's circulation, the CB Mobile helps to reduce swelling in the legs and ankles, eases aches and pains in the lower limbs and reduces the risk of DVT.

So along with your MP3 player and books make room for your CB mobile and make that flight home more comfortable.

For more information about CB Mobile visit www.cbmobile.co.uk

¹BBC Online 14 July 2006

-ENDS-

Further information

Press enquiries:

Leon Edwards
High Tech Health
PO Box 235
Egham
Surrey. TW20 9SH

Tel: 0845 22 55 610
Mobile: 0776 969 8778
Email: leon@hightechhealth.net

About High Tech Health

High Tech Health is a family owned and operated company committed to providing solutions for sports performance and injury, disease prevention and treatment, and health maintenance and improvement.

The Surrey based company's rapidly expanding customer base spans United Kingdom, Australia, New Zealand and Japan. The company is supplier to some of the world's leading wellness centres, health clinics and medical practitioners. Customers include everyone from professional athletes, health conscious people of all ages and those combating serious illness.

About poor circulation and DVT (Deep Vein Thrombosis)

What is it?

Your heart is not capable of pumping blood all the way around your body; it relies on your calf muscles to pump the blood back from your lower limbs. With age or reduced mobility your ability to get the blood back to your heart lessens.

Who gets it?

40% of people of both genders over the age of 45 years have circulation disorders. However, it is more likely to occur in people who are bed rested for any period, especially those who are subjected to knee and hip or cancer surgery.

Adults, regardless of age, who undertake extensive travel (4 hours) by air, land or sea are also at risk of developing poor circulation.

What are the risks?

Poor circulation results in blood pooling in your lower limbs; causing pain, aching and swelling. More serious complications include pulmonary embolism – more commonly known as blood clots.

From NaTHNaC (National Travel Health Network and Centre):

Deep vein thrombosis (DVT) is a term used to describe the formation of a clot, or thrombus, in one of the deep veins, usually in the lower leg. DVT can occur as a result of periods of immobility, for example following surgery, but can occur spontaneously in otherwise healthy persons.

DVT has been known to occur following long haul air travel and was dubbed 'economy class syndrome'; however this term is misleading as DVT has also been reported following car and train journeys. The preferred term is now travel related DVT or travellers' thrombosis. However, the evidence for an association between long haul travel and DVT remains under study.

For more information about DVT (travel-related deep vein thrombosis) visit www.NaTHNaC.org

Risk for Travellers

The risk of DVT related to long periods of immobility has been known for many years. However, it is not known if air travel *per se* is a risk.

A recent history of travel was found in 24% (39/160) of patients who presented with venous thrombosis.(1) Of the 39 persons, 9 had undertaken air travel, 2 had travelled by train and 28 by car. A further study concluded that the risk of DVT was increased during the two weeks following a long haul flight.(2) Other studies have found that the risk increases with the length of journey,(3,4) and when other risk factors are present.(5,6) Long-haul flights that typically last for 8 to 10 hours are considered highest risk.

References

1. Ferrai E, Chevallier T, Chapelier A, Baudouy M. Travel as a risk factor for venous thromboembolic disease: a case control study. *Chest* 1999; 115: 440-44
2. Kelman CW, Kortt MA, Becker NG et al. Deep vein thrombosis and air travel: record linkage study. *BMJ*. 2003; 327: 1072-1075
3. Hughes RJ, Hopkins RJ, Hill S et al. Frequency of venous thromboembolism in low to moderate risk long distance air travellers: the New Zealand Air Traveller's Thrombosis (NZATT) study. *Lancet*. 2003; 362: 2039-2044
4. Belcaro G, Cesarone MR, Shah SSG et al. Prevention of edema, flight microangiopathy and venous thrombosis in long flights with elastic stockings. A randomized trial. The LONFLIT 4 Concorde Edema-SSL Study. *Angiology*. 2002; 53: 635-645
5. Arya R, Barnes JA, Hossain U et al. Long-haul flights and deep vein thrombosis: a significant risk only when additional factors are also present. *Br J Haematol*. 2002; 116: 653-654
6. Adi Y, Bayliss S, Rouse A, Taylor RS. The association between air travel and deep vein thrombosis: Systematic review and meta-analysis. *BMC Cardiovascular disorders* 2004; 4: