Back pain solution to be revealed at Pharmacy Show

Rophi Cushions

An innovative back pain relief device which could dramatically reduce one of the UK's most common medical complaints will be showcased at the Pharmacy Show 2012.

Rophi Cushions Ltd will be exhibiting the Rophi Cushion – a posture improving, pain relieving cushion which alleviates spinal stenosis by aligning the spine and pelvis whilst the user is asleep.

The cushion sits within a medical stocking and is placed between the user's legs whilst they sleep in the semi-foetal position. Unlike a regular cushion, it comfortably stays in place all night, inhibits perspiration and is fully washable at 65 degrees Celsius.

The company will showcase its product to clinicians, pharmacists and healthcare professionals at the Pharmacy Show, the UK's only CPD-accredited training, education and sourcing event for the UK pharmacy community.

Four out of five adults in the UK suffer from back pain at some point in their lives and treating the condition costs the NHS over £1 billion a year.

Robert Lloyd, Technical Director of Rophi Cushions Ltd, said: "Back pain is one of the most common ailments that patients bring to their doctors – but for many of those appointments, the remedy is invariably short-term at best with recurring pain.

"The Rophi Cushion has the potential to dramatically reduce lower back pain for sufferers of all ages, ultimately benefitting both the patient and clinician.

"For a patient, the Rophi Cushion presents a genuinely long-term and cost-effective solution to a problem which can have such a distressing and long-lasting impact on their life.

"Such is the recurrent nature of back pain complaints, healthcare professionals at the Pharmacy Show will undoubtedly recognise the value and potential of the Rophi Cushion and we look forward to meeting interested parties."

Rophi Cushions Ltd can be found at stand F35 of the Pharmacy Show, which is being held at the NEC in Birmingham from September 30 – 1 October.

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