

BACK IN BUSINESS

Turn the heat up on niggling back pain by powering up your core muscles in combination with ThermaCare's advanced healing wraps

Back pain is the flu bug of muscular complaints – it spares no one. In fact, a study in the *British Medical Journal* found that four out of every five adults experience back pain at some stage in their life. The rigours of daily life mean that your lower back comes under a multitude of pressures, but that doesn't mean you have to bow to them.

Your first defence should be preventative, and that means performing exercises that fire up the muscles in your core, which in turn provide stability to your spine. These three moves, performed daily, will do exactly that. What's more, you could carve out a six-pack in the process. But on the occasions where pain strikes, your first thought should be ThermaCare's Lower Back & Hip HeatWraps, which incorporate patented heat cell technology to deliver up to 16 hours of intramuscular pain relief when used as directed. Comfortable, odourless and with an even distribution of therapeutic heat, ThermaCare's wraps offer you flexibility without the pain while also helping to speed up the body's natural healing process. So don't go soldiering on this winter – wrap up warm with ThermaCare if you want to see the back of back pain.

THAT'S A WRAP

Back pain accounts for 1% of the population being off work every day, according to the Health and Safety Executive, while the total cost of back pain is 1-2% of GDP. Ouch. Thankfully, ThermaCare has a range of body wraps to ease your pain and get on with your life. For more information about ThermaCare's products and the treatment of back pain, search **ThermaCare UK** on Facebook where you'll find a wealth of expert advice.



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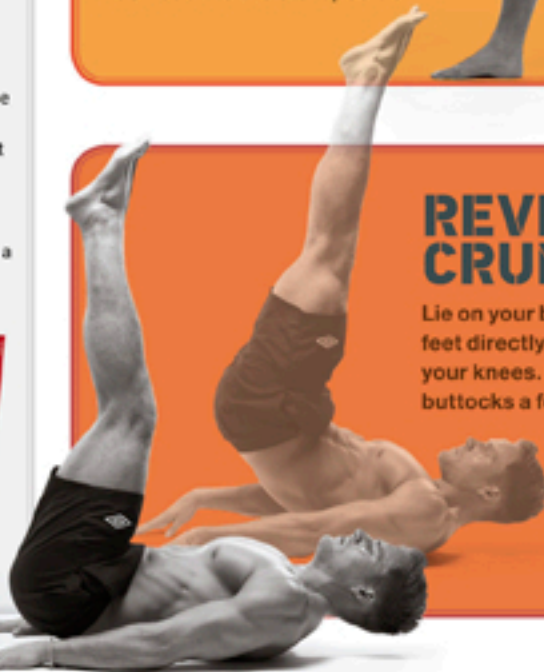
SUPERMAN

Lie face down on the floor with your arms and legs fully extended. Engage your core then raise your arms, legs, shoulders and head off the floor and hold this position for between 10 and 20 seconds.

2

LUNGES

Stand with one leg forward holding a dumbbell in each hand raised above your head. Lower your body until both knees are at 90-degree angles and your front thigh is parallel with the floor. Push back to the start position.



REVERSE CRUNCHES

Lie on your back with your legs in the air, your feet directly above your hips with a bend in your knees. Engage your core to raise your buttocks a few inches off the floor.

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