

OSTEOPATHS RECOMMEND LIFE-SAVING SEATBELT ADD-ON DEVICE

Headline results

A recent survey carried out by the top UK back-care retailer, BackInAction, found that **90% of Osteopaths** using a simple seat belt add-on **believed it would reduce back ache** and **nearly 70% thought it would improve safety in an accident.**

The test

The Osteopaths each fitted a CG-Lock[®], (CG = centre of gravity) seatbelt stabiliser, which the manufacturer claims enhances safety and improves posture when fitted to the standard three-point seatbelt system.

The Osteopaths used the CG Lock in daily driving and completed a questionnaire at the end of extensive use.

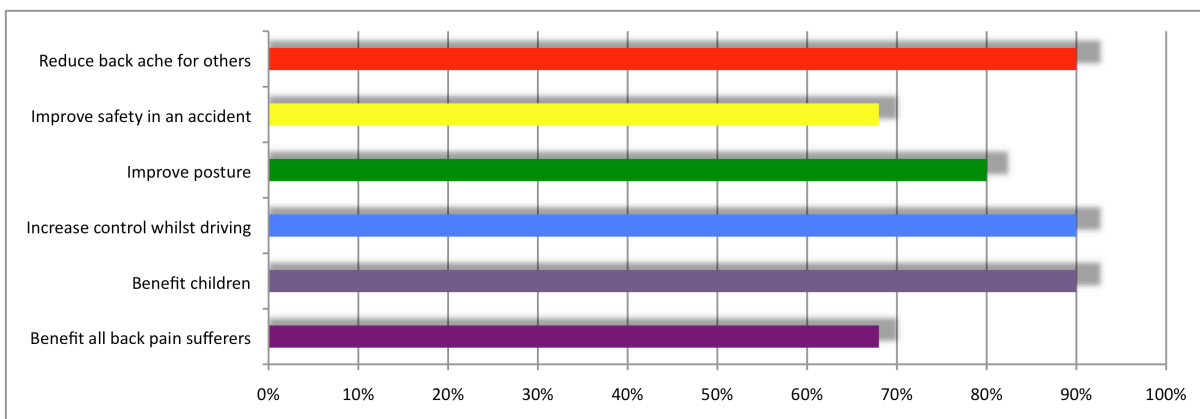
The device

The CG-Lock[®], has a recommended retail price of £49.99 per unit (including VAT, shipping and handling). It can be fitted in just a few minutes to existing inertia reel seatbelts.

With the CG-Lock[®] fitted, when the slack is removed from the lapbelt it does not return, keeping the occupant in the safest and healthiest position, the lapbelt remaining over the hip bone and not 'riding up' over the stomach as usually happens. The road safety charity BRAKE recently acknowledged the safety benefits by giving it a 'highly commended' rating.

David Newbound, MD of Back in Action, the company that carried out the research, said, *"Although we provide 1000's of items to improve posture at home and in the office, the car is a difficult challenge...the forces of cornering and braking... one sized seats yet many sized drivers... that's why so many people suffer back problems from driving or being a passenger."* He adds *"We try to test every suppliers' claims with experts and wanted to know what Osteopaths thought. The results are typical of what we hear from users... with 90% recommending the device to other drivers."*

Overall, Osteopaths in the trial thought that the CG-Lock[®] device would:



Availability and other uses

This palm-sized gadget is now available to the general public via car safety, car performance and back care specialists. Business clients including top 'blue chip' companies are benefitting from reduced fleet driver back problems.

The CG-Lock[®] is also perfect to stabilise children in booster seats, eliminating the usual 'tipping' on cornering and therefore significantly improving their safety (see secureyourchild.org).

Those with an interest in performance driving (track day and 4x4 off road) and safety can buy direct from cg-lock.co.uk. Those with a need to beat back pain are encouraged to buy from Back In Action as they provide specialist advice and follow up.

Summary

With the demands of drivers ever increasing along with the performance of cars improving year on year, it's a good job that 50 years after its introduction the seatbelt is getting even safer. See more at www.cg-lock.co.uk

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The company

Lap Belt Cinch Europe Ltd based in the UK was set up five years ago for the European distribution and marketing of the CG-Lock device.

Dr Graham Cox left his International marketing job at Pharma giant AstraZeneca in December last year to run his own businesses. He works part time as an MBA lecturer and PhD supervisor at Greenwich Business School as well as a freelance marketing Consultant. Graham is also a freelance illustrator and is also working on his latest invention, which is in the R&D stages.

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For further information email enquiries@cg-lock.co.uk or call +44(0) 844 8584364 for a full media pack. (Note: CG-Lock is a registered TM).

Back In Action is the UK's leading back specialist retailer. For further information see www.backinaction.co.uk.