

ProMOTION®
EVI

THE LATEST APPROACH
TO RECOVERY

TARGETED CRYOTHERAPY

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UNFOCUSSED COOLING

Latest scientific research* has identified a number of issues with the use of ice and unfocussed cooling when managing an acute sports injury.

- Most soft tissue injuries will only be a few millimetres or a centimetre in size, so most treatments over-cool the area¹
- Cooling a broad area of the body can create a shutdown effect of the muscles, so you have less control and less muscle strength²
- If you cool a large area of the body, it has a numbing effect, which can reduce your awareness of where the body part is and increase the risk of further injury³
- There is a precise temperature window of treatment needed for maximum benefit: If it is too cold then you're going to have potential adverse effects, and if it's not cold enough then you're not going to have that therapeutic effect⁴



"If you've numbed somebody's knee, their awareness of where the knee is, is a bit less than it was before you put the ice on, so they may be more at risk of having another injury. Whereas if you've reduced the pain via a targeted pain relief, then there isn't that reduction in proprioception (the awareness of where you are in a space) so that's a real advantage."

DR CHRISTOPHER MCCARTHY
CLINICAL FELLOW, MANCHESTER
METROPOLITAN UNIVERSITY

HOW IT WORKS

THE PROMOTION EV1

The ProMOTION EV1 uses innovative thermoelectric technology to control and maintain the temperature applied to the skin surface temperatures within the ideal therapeutic range to achieve the optimal benefits of cooling, without the need for any ice or water.



"The targeted effect of this product where we can isolate and cool an area really specific and localised has massive potential for not putting an athlete back on the pitch in a detrimental circumstance."

JILL ALEXANDER
SENIOR LECTURER IN SPORTS
THERAPY, UCLAN

The small surface area of the metal plate allows you to directly target the affected area, rather than a large area of the body, minimising the adverse effects on muscle strength and dynamic stability reported following the use of ice.⁵

The ProMOTION EV1 also provides:

HEAT THERAPY

Recommended to relieve dull aches such as delayed onset muscle soreness (DOMS) and lower back pain⁶

CONTRAST THERAPY

Alternating hot and cold therapy promotes a 'pumping' action in order to reduce swelling and remove waste products

COMPRESSION

The addition of compression provides more therapeutic benefits than cryotherapy alone, e.g. greater cooling to the skin surface and deeper tissues and a reduction in pain⁷

Plus, it is handheld, battery operated and fully portable to use wherever and whenever you need it.

⁵ Alexander, J., Selfe, J., Greenhalgh, O. and Rhodes, D. (2021) 'Exploratory evaluation of muscle strength and skin surface temperature responses to contemporary cryotherapy modalities in sport', *Isokinetics and Exercise Science*, pp. 1-9.



***"IT'S SO MUCH MORE
ACCURATE THAN
ALL THE OTHER THINGS
I'VE USED BEFORE."***

DAN BACHMANN
GOALKEEPER, WATFORD F.C.

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