

TARGETED THERAPY

FOR RECOVERY AND
REHABILITATION



INNOVATIVE THERAPY

ProMOTION EV1 is a cutting-edge device, designed to reduce recovery times.



**REDUCE RECOVERY
TIME AND GET BACK
TO FITNESS FASTER**



**NO ICE,
NO WATER**



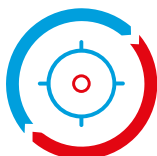
**CORDLESS PORTABLE
DEVICE FOR USE
ON THE MOVE**



**PRECISE
TEMPERATURE AND
COMPRESSION
CONTROL**



**TOOLS TO MONITOR
USAGE OUTSIDE THE
TREATMENT ROOM**



**TARGETED THERAPY
TO MINIMISE
REDUCTION IN
MUSCLE STRENGTH**



ProMOTION EV1 uses the latest thermoelectric technology, developed in partnership with elite sports clubs, physiotherapists and academics. It's designed to tackle the key challenges faced with soft tissue rehabilitation, targeted pre-exercise warm-up and post-exercise recovery.



EVERY STAGE OF THE HEALING PROCESS COVERED

Offering cooling, contrast and heat therapy all in one device, *ProMOTION* EV1 works for every stage of the healing process.



ACUTE

Cooling is typically applied in the acute phase of an injury. *ProMOTION* EV1's cooling application can be set from 6 to 15 degrees - the optimal temperature range to apply.

The addition of the compression pump and wrap, and the programmable control over the amount of compression applied, allows therapists to apply optimal compression in response to the patient's presentation, ensuring you are not increasing the pain of the athlete.

SUB-ACUTE

Contrast therapy is used when the patient starts moving out of those initial actual stages of injury, where the inflammation is beginning to stop. The cooling helps to control any ends of the inflammatory stage that's occurring, while the heat therapy helps with proliferation, maximising the tissue pliability.

Typically this is done through cold and warm water immersion. However, with *ProMOTION* EV1 you don't need water to apply the contrast therapy.

ProMOTION EV1 is also a more focused tool than other methods that targets therapy on the injury.



POST-ACUTE / CHRONIC

Heat therapy is typically applied when the patient is moving out of the proliferation stage into the remodelling stage of healing, when there is a transference to harder and stronger tissue being laid down. Applying heat can aid with the alignment and pliability of those tissues to make them stronger.

With *ProMOTION* EV1 you can set the heat to the optimal 38 - 40° temperature range. For deeper tissue injuries applying compression will allow the tissues targeted to get the therapeutic effect.

TYPICAL USES

ProMOTION EV1 is a versatile and easy to use device, enabling professionals and patients to apply targeted therapy to any part of the body.

Used for all types of Soft Tissue injuries.
Most commonly used for:

-  **HAMSTRING INJURIES**
-  **MUSCLE CONTUSIONS**
-  **THIGH INJURIES**
-  **KNEE INJURIES**
-  **CALF INJURIES**







Toni Duggan



APPLICATIONS

Use *ProMOTION* EV1...

-  **WITHIN A COMPRESSION WRAP**
for joints and larger muscle groups
-  **STRAPPED IN PLACE**
for use without compression
for all other injuries
-  **HANDHELD**
for hand massage
-  **WITH CREAMS OR GELS**
for hot (warm-up) /
cold (warm down) massage

**"PROMOTION EV1 IS A
GREAT DEVICE TO HELP OUR
PLAYERS BE REFRESHED AND
FULLY RECOVERED IN THE
SHORTEST POSSIBLE TIME."**

JACK TARGETT
BRISTOL BEARS RUGBY



WHY CHOOSE **PROMOTION EV1?**

ProMOTION EV1 enhances the range of therapy options you can offer to support your patients back to fitness.

You will be offering the latest technology and giving your patients the best therapy available to assist with their recovery, adding convenience and comfort to their ongoing therapy.

EXTEND YOUR SERVICE BEYOND CLINIC HOURS

Due to *ProMOTION EV1*'s highly-portable nature patients can continue their therapy between consultations from the comfort of their own home.

Programs for cooling, heat and compression levels can be set and then prescribed by you, the professional, and run by your patients at home, using our mobile app. Ideal for both injury management and pre- and post-operative care.



DATA CAPTURE

Usage is recorded by the device and can be downloaded via the mobile app for monitoring or billing patients for actual treatment use, or to maintain patient records. A unique proposition in the therapy market.

DEVELOP A REVENUE STREAM

When you buy a *ProMOTION EV1*, you can recoup your investment by applying a rental fee to patients taking the device home to use. Patients get to apply multiple treatments to aid their faster recovery, while your business can extend its service offer. Your investment will pay for itself in no time and soon become a new revenue stream for your clinic.

RENTAL AVAILABLE

Our rental offer is the perfect solution to take advantage of *ProMOTION EV1* and really put its extensive range of therapeutic benefits to the test, without the commitment of purchasing a device. Rent one for your clinic for an extended trial period or alternatively, prescribe use to your patients for rental.

INNOVATION BACKED BY SCIENCE

ProMOTION EV1 is the first product based on new technology and science developed alongside academics from the University of Central Lancashire and Manchester Metropolitan University.



Through our Knowledge Transfer Partnership, the device has been through years of trials and rigorous testing to optimise safety and performance.

WHY USE TARGETED CRYOTHERAPY?

Evidence supports the use of cryotherapy as short-term pain relief for acute soft-tissue injury management. However, short-term adverse effects to dynamic stability and muscle strength (up to a 16% reduction) have been reported following unfocussed ice interventions.

Therefore, authors have warned clinicians to consider the potential increased risk of injury following a global cryotherapy treatment, before returning to weight bearing activity.

New research has shown that targeted cryotherapy, such as that offered by *ProMOTION* EV1, has the potential to provide necessary relief and minimise adverse effects, allowing patients to return to weight-bearing activity earlier.





"FOR MOST SOFT TISSUE INJURIES, WHEN YOU LOOK AT THE SIZE OF THE ACTUAL INJURY IT WILL BE A FEW MILLIMETRES OR A CENTIMETRE OR SO, IT'S NOT THE WHOLE KNEE. EVERYTHING ELSE I'VE SEEN, INCLUDING THE GOOD OLD-FASHIONED BAG OF PEAS OVER-COVERING THE AREA."

DR CHRISTOPHER MCCARTHY
CLINICAL FELLOW,
MANCHESTER
METROPOLITAN UNIVERSITY

"ONE OF THE KEY BENEFITS FOR THE MEDICAL PROFESSION IS THE ABILITY TO DOWNLOAD DATA WHICH SHOWS THE EXACT USAGE OF THE DEVICE WHEN THE PRODUCT IS USED OFF-SITE OR AT HOME"

PROFESSOR JAMES SELF
MANCHESTER
METROPOLITAN UNIVERSITY



"BECAUSE IT'S SO BESPOKE IN THE AREA THAT IT CAN BE APPLIED, YOU DON'T GET THIS GLOBAL COLDNESS AROUND ONE JOINT, SO WE CAN BE SPECIFIC WITH APPLYING IT. OTHER DEVICES WE'VE USED IN THE PAST HAVE BEEN WRAPPED AROUND THE WHOLE JOINT, SO YOU'RE KNOCKING OUT POTENTIAL MUSCLE ACTIVATION OF THE JOINT BEFORE YOU GO IN TO PLAY."

NATHAN MILL
HEAD PHYSIO,
ST HELENS R.F.C.



Proud to partner with:



Manchester
Metropolitan
University



University of
Central Lancashire
UCLan

FOR MORE INFORMATION:

www.promotion.fitness

t: 01925 751027

customerservices@swellaway.com

Follow us on:



RESEARCH & DEVELOPMENT BY SWELLAWAY LTD
Great Oak Farm Offices, Mag Lane, Lymm, Cheshire, WA13 0TF