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PRESS RELEASE

DAVENTRY FIRM OFFERS FREE TICKETS TO BACK SHOW FOR BACK PAIN SUFFERERS

Medserve, a local company who distribute a range of unique support and pain relief products have free tickets available for anyone interested in visiting this year's Back Show event in London next month.

The Back Show is the only event of its kind in the UK which brings together a wealth of expertise for people to discover, try and learn all they need to know about their back pain. The event includes an Exhibition Zone with hundreds of innovative products for helping with back pain, an Education Zone with free talks from leading spinal surgeons, pain management specialists, Ask the Expert sessions with chiropractors, osteopaths and physiotherapists. There will also a Therapy and Exercise Zone where visitors can watch and take part in various therapies to learn about the various therapies available today including Qi, Alexander Technique, Pilates, Amatsu and Yoga so you can choose which therapy could be best for you.

New for 2009 is a new Diagnostic and Treatment Zone about Amatsu medicine, this differs from standard Western medical practices by focusing on the natural balance of the whole body and not just the symptoms. All in all, it is a Must Event for back pain sufferers!

Medserve previously launched the Therapeutica Support Products at this event 2 years ago and have been successfully growing sales of their specialist Sleeping Pillows and Back Supports ever since. The Sleeping Pillows are designed to keep the neck in the correct spinal alignment while sleeping and are highly effective for anyone suffering with neck stiffness, pain or whiplash injuries. The back supports provide full spinal support and help to maintain correct posture for back pain sufferers whilst sitting down at work, at home or driving. For full details on therapeutica products visit www.therapeutica.uk.com.

The Back Show 2009 is on at Earls Court (Brompton Hall) from Friday, 2nd October to Sunday, 4th October. Tickets normally cost £12.50 on the door or £7.50 in advance. To get full details of the event visit www.backshowexpo.co.uk. Anyone interested in a free ticket for this great event should call Ruth or Anne on 01327 310310.

Notes for News Editors:

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