

13 May 2015

Cian Healy launches drug-free gel for joint pain and stiffness

Leinster and Ireland rugby star Cian Healy today launches FLEXISEQ Sport, a drug-free gel designed to protect the joints in all active people.

The product has been developed alongside professional athletes across a range of sporting disciplines to manage joint pain and restore function, without the use of drugs.

It lubricates the joints and allows users to stay fit without the distraction of pain and stiffness and overuse of painkillers.

Each batch of FLEXISEQ Sport is screened to be free of any trace substances banned by the World Anti-Doping Agency (WADA), so it can be used by elite athletes, and others subject to anti-doping screenings.

Leinster, Ireland and Lions prop Cian uses the gel as part of his preparation and recovery programmes.

Six Nations star Cian said: "FLEXISEQ Sport has been a great addition to managing my recovery from injury.

"Like all players, I'm always looking to get the edge. We're always chasing that extra one per cent, and effective recovery is a huge part of that. The gel is now part of my overall routine, as using it helps protect my joints and deal with any niggles."

John Mayo, CEO of the gel's manufacturers Pro Bono Bio, said: "FLEXISEQ Sport offers everyone the safe option in pain relief and direct joint maintenance to avoid further problems.

"Whether you're a professional or amateur sportsperson or someone who simply enjoys an active lifestyle, you need to stay mobile for a fit, productive and happy life."

FLEXISEQ Sport is available at pharmacies nationwide — a 50g tube is priced at €23.45.

For more information visit www.FLEXISEQ.com/sport.

-ENDS-

For further information please contact:

Michael McNiffe
086 6000059
michael@macmedia.ie

Aengus O'Hanlon
086-3577444
aengus@goldengoose.ie

Pro Bono Bio Plc:

John Mayo
Pro Bono Bio
+44 20 7291 5456
karen.frost@pbbio.com

Michael Earl
Pro Bono Bio
+44 20 7291 5446
lucy.parker@pbbio.com

About FLEXISEQ[®] Sport:

FLEXISEQ Sport is the sister brand of the revolutionary osteoarthritis product, FLEXISEQ. Continuing its pioneering heritage in treating joint pain and stiffness, the product has been developed in collaboration with professional sportspeople in order to meet the demands of athletes and other active people. Every batch of FLEXISEQ Sport has been screened and cleared for substances that are banned by the World Anti-Doping Agency (WADA). This screening is to one part in a billion, which is a thousand times more demanding than normal good manufacturing practise requires for medical products. It is therefore the safest choice an athlete can make from both a clinical and a professional perspective.

In common with FLEXISEQ, there are no drugs at all in FLEXISEQ Sport and it cannot cause drug side effects nor any drug-to-drug interactions. Neither can it have the potentially dangerous additive dosing effect which results from use of topical NSAIDS (like ibuprofen, diclofenac, etc) whilst on a course of oral NSAIDS. The use of NSAIDS in sport has been a subject of some controversy and, whilst it continues, FLEXISEQ Sport provides a targeted topical treatment that does not aggravate or add to the risks associated with NSAIDS in any way.

About Pro Bono Bio:

Pro Bono Bio plc is the world's leading nanotechnology company offering health and lifestyle products, headquartered in London with operations in Europe, Africa and Asia and due to launch in CIS and North America.