

22 January 2015

FLEXISEQ[®] Sport launches in the UK: Drug-free gel addresses joint pain and stiffness for a healthier, active lifestyle

FLEXISEQ Sport, the new drug-free gel for those who want to protect and care for their joints, has launched in the UK.

Developed in conjunction with high profile sporting partners, including Saracens, the product allows users to stay active without the distraction of joint 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), meaning it can be used by elite athletes, members of the armed forces and anyone else subject to anti-doping screenings.

FLEXISEQ Sport is suitable for all active people and has been tested on and developed by professional athletes across a range of sporting disciplines to manage joint pain and restore function, without the use of drugs. While the product is clinically proven to relieve the symptoms of all stages of osteoarthritis, including pain and stiffness, its use in sport has generated some remarkable examples of injury rehabilitation.

Saracens, England and British & Irish Lions rugby player, Brad Barritt and Northampton Saints, England and British & Irish Lion, Alex Corbisiero, are two elite athletes who use FLEXISEQ Sport as part of their preparation and recovery programmes.

England centre Brad Barritt, said, "This product has been an absolute revelation since I started using it – it's a key part of my conditioning and game preparation and it's been incredibly useful when managing my recovery from injury."

John Mayo, CEO of Pro Bono Bio said, "The overuse of painkillers in sport is well known to be a problem, and use of pharmaceuticals is an unsatisfactory option to manage joint pain as they only mask the pain and can cause side effects. Just last week oral diclofenac was forced off the shelves to prescription-only status, due to serious heart risks.

"FLEXISEQ Sport offers everyone the safe option in pain relief and joint maintenance. Whether you're young or old, professional or amateur, you need to stay mobile for a fit, productive and happy life."

FLEXISEQ Sport is available to purchase online immediately and at all Lloyds Pharmacies from February 1, with availability in major retailers from mid-March onwards.

The product will be available in 100g pack size, priced at £34.98.

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

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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).

About FLEXISEQ[®]:

FLEXISEQ is a topically applied drug-free gel which is clinically proven to safely relieve the pain and improve the joint stiffness associated with osteoarthritis (OA). There is extensive clinical data available from several randomised, double-blind clinical trials and FLEXISEQ is approved as a medical device for the treatment of all joints affected by OA.

FLEXISEQ is unique - it lubricates your joints to address joint damage. Pain is relieved and joint function improved because it lubricates away the friction and associated wear and tear on a user's joints.

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.

About the withdrawal of Diclofenac:

14 January, 2015: MHRA announces that diclofenac was associated with an "increased risk of heart problems" and reclassified the drug to "prescription only". www.gov.uk/drug-device-alerts/drug-alert-oral-diclofenac-presentations-with-legal-status-p-reclassified-to-pom

About Active Lifestyles:

13 January, 2015: a large study report was published on the importance of an active lifestyle on health and longevity.