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Leicester Tigers sign up revolutionary gel for new season

Rugby giants Leicester Tigers today announced the signing of the summer — agreeing a supply arrangement with the makers of a pioneering drug-free treatment for its elite players.

England's most successful club have been trialling Flexiseq on their first-team squad for the past six months, with players now using the pain-relieving and joint-reconditioning gel before and after every training session and every game.

The revolutionary treatment — originally designed using cutting edge nano-technology to treat the symptoms of osteoarthritis — coats cartilage with a protective layer of lubricants to minimise wear and tear in the players' joints.

Tigers, who kicked off their Premiership season on Saturday with a win over Newcastle, are not the first top-flight side to team up with the topically applied gel.

Last season, rivals Saracens signed up with Flexiseq as they stormed to both the Premiership and Heineken Cup finals.

Julie Hayton, Head of Medical at Tigers, said today: "Flexiseq is a great product and one that the Leicester Tigers medical team are very pleased to have at their disposal.

"Topically applied joint lubrication therapy is a unique treatment concept and Flexiseq offers us a valuable asset in our approach to players' rehabilitation and reconditioning.

"We will be using Flexiseq on all our joint-compromised players from now on. The feedback has been hugely positive — a number of players have continued to use it now they're fit.

"Some use it before and after every training session and game, with one player telling me it's become an indispensable addition to his kitbag."

Michael Earl, COO of Flexiseq owners Pro Bono Bio, said: "We regard rugby as the ultimate proving ground for Flexiseq and for it to show benefit to the players at Tigers, who subject their joints to physical punishment day in day out, demonstrates the product's ability to lubricate and relieve joint pain and stiffness in the harshest of tests. We look forward to helping Tigers have another successful season."

Elite sports stars are just the latest to reap the benefits of Flexiseq — millions of arthritis sufferers have been using it to successfully regain mobility and treat pain since the UK launch last December.

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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). 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, North America, Africa and Asia. Pro Bono Bio's first product, Flexiseq gel, is a medical device that safely targets joint pain by a unique drug-free lubricating action. It was launched in 2012 and is currently available in the UK, Irish Republic, Germany, France, Malta, South Africa, Hong Kong, Malaysia and Singapore.