

New Cooling Therapy for Migraine Sufferers from Chillow

Submitted by: Blink PR

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People are more likely to visit A & E with migraines if the outside temperature is above normal, according to Harvard research published 10 March 2009 in Neurology*, which may explain why more and more severe headache sufferers seek the cooling therapy of the Chillow migraine therapy (<http://www.chillow.co.uk>) priced £ 24.95 + p&p).

The Chillow provides the natural and time-honoured cold therapy** used to treat dull, moderate and severe headaches like migraine. The Chillow 2cm thick cooling pad brings soothing relief by taking heat away from the head and dissipating it into the air. The cooling effect helps to reduce body temperature, relax tense muscles and provide wonderful relief.

Jamie Hanley from Slough who suffers from constant migraine headaches and insomnia has found Chillow to be his 'lifesaver'. "I had a brain disease that nearly killed me," he says. "If I couldn't cool my head down, I would be in a very bad way. I reach for the Chillow as soon as I start to feel warm, which is usually a sign of a headache coming on. It is so soothing that I often feel euphoric when I use it."

Like many great inventions, the Chillow is remarkably simple. It works on the principle that water conducts heat away from the body 25 times faster than air - which is why people feel cold when they come out of a swimming pool. It is activated just once by filling it with ordinary tap water. Once filled, the patented internal core fully absorbs the water to take heat away from the body in the same way that a car radiator keeps an engine cool.

Additionally, the Chillow is totally natural. It works without power, chemicals or refrigeration and after use quickly returns room temperature, usually 10 to 20°C below body temperature. Unlike gel-pads (which have to be pre-frozen) the Chillow is always ready for use and is soft not hard, dry not wet, cool not cold.

The Chillow costs £24.95 + P&P and comes with a 30 day money-back guarantee. It is available directly from Soothsoft Ltd on 08700 117174 or www.chillow.co.uk.

Ends

Notes to journalists:

There are three products in the Chillow range. The original Chillow (£24.95 + £2.95p&p) is perfect for use on a pillow or cushion. It is single-sided, with a wipe-clean medical-grade hypoallergenic upper surface and a soft flock backing.

Chillow Plus is a doubled-sided personal cooling pad that uses the same Soothsoft technology as the original Chillow. A new hydro-soothe membrane on the back allows double-sided cooling, while the improved inner core improves heat dissipation. It also comes with optional rubber pads and Velcro fixings, so that you may customize your Chillow Plus to use as a wrap for bruised or damaged limbs,

allowing the cooling effect to soothe the affected area. Price £39.95 + £2.95p&p.

The Mini Chillow is ideal for all uses and great for children. As well as being an instant soother for colds, flu and headaches, it can also be kept in the fridge as a first aid compress to soothe bumps, burns and grazes. The Mini Chillow costs £19.95 plus £2.95 p&p.

Chillow products are available from Soothsoft Ltd, tel. 08700 117174 or www.chillow.co.uk – all with a 30-day no-quibble money-back guarantee.

You can download illustrations of the Chillow from the website, but if you need a higher resolution image, or would like a sample for review – or borrow one for photography... or if you just need more information, please call

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Notes to editors:

Chillow® is manufactured in the US by Soothsoft Innovations Worldwide Inc, and is marketed in the UK by Soothsoft Ltd, of Unit 10, North's Estate, Piddington, High Wycombe, Bucks, HP14 3BE.

Research:

* Harvard Research – Published March 10 Neurology Dr. Kenneth J. Mukamal, an internist at Beth Israel Deaconess Medical Center in Boston

** 1st cold treatment trialed on headache patients listed in manuscript by James Arnolt in 1849.

Robbins, L.D.Cryotherapy for Headache 1989 29:598-6