

Do you support the Mind Your Back Manifesto?

Submitted by: The Mentholatum Company

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- It is estimated that low back pain is responsible for 37% of all chronic pain in men and 44% in women and the total cost of low back pain to the UK economy is reckoned to be over £12 billion per year¹.
- Most cases of back pain resolve themselves within a few days or weeks and can be managed at home
- 21.03.18: the BBC reports that back pain experts writing a series of papers for The Lancet advise that most back pain is best managed by keeping active².
- You can take action to manage muscular back pain and help avoid future problems in five simple S.T.E.P.S. with Mind Your Back (<https://www.mindyourbackuk.com/>), the program developed by the muscle and jointcare experts at Mentholatum

Mentholatum, the company behind iconic brands such as Deep Heat and Deep Freeze recognises that more sedentary lifestyles, increasing levels of obesity, an ageing population and more and more time spent hunched over laptops, tablets and Smartphones all add up to a rise in muscular back problems.

And its Mind Your Back Manifesto is calling on the people of Britain to take a stand and take five S.T.E.P.S. to healthier, stronger backs.

Mind Your Back is a simple strategy and its five S.T.E.P.S. aim to help people manage back pain and avoid future problems.

#mindyourback has been designed to fit into busy lifestyles – it takes little time and you don't need special equipment or the latest sports gear.

The S.T.E.P.S. are:

- Stretch – five easy to follow stretches to help ease tight back muscles and keep you mobile.
- Therapy – when life gets in the way and you can't fit in all the S.T.E.P.S. use hot or cold therapy to ease those stiff, tense, tired out muscles
- Exercise – go for a walk, a swim or a cycle ride, just start slowly and build up gradually
- Posture – could you draw a straight line between your ear, shoulder and hip when sitting down or ear, shoulder, hip, knee and ankle when standing? No? Then it's time to pay attention to posture
- Strengthen – five more exercises, this time to strengthen your core muscles and prevent back pain. A strong core means a stronger back.

The stretches can be done anywhere. No need to travel to the gym, you can stretch at home, in the office or in the park at lunchtime, wherever it suits you. Just listen to your body and take it slowly at the start, never over-extending or pushing yourself too hard and stop at once if you feel any pain. Back care's a step-by-step marathon, not a sprint!

You'll find more information and videos featuring physiotherapist and yoga instructor Celest Pereira showing the five S.T.E.P.S. at Mind Your Back (<https://www.mindyourbackuk.com/>) *

Jillian Watt, director of Marketing and New Product Development at Mentholatum, herself a qualified

Pilates instructor, says: “Exercise is now widely recognised as the first treatment to recommend to relieve back pain and sciatica. It is a key recommendation in the latest advice from NICE (the National Institute for Clinical Excellence)¹. And the Self Care Forum also recommends topical treatments such as hot or cold therapy to help ease muscle pain in the lower back.

“We have developed #mindyourback to give back pain sufferers a one-stop shop for clear, key advice to help them manage their back pain in five simple S.T.E.P.S. which can fit into the busiest lives. We are delighted to have the support of health and exercise professionals including physiotherapist and yoga instructor Celest Pereira.

“You may be ‘getting your five a day’ – now it’s time to ‘do your five a day’ with #mindyourback.”

#mindyourback

Website (<https://www.mindyourbackuk.com/>)

Facebook (<https://www.facebook.com/MentholatumUK/>)

Source:

1 <https://www.nice.org.uk/news/article/nice-publishes-updated-advice-on-treating-low-back-pain>

2 <http://www.bbc.co.uk/news/health-43469300>

*Before starting, check that there is no medical reason why the exercises may not be suitable for you. They are not suitable for people who have a serious back injury or an underlying health condition.

The Mentholatum Company is the UK’s number one seller of topical analgesics, accounting for more than three of every ten topical analgesic products sold in the UK**. It is the company behind some of the nation’s best-known and most trusted brands such as Deep Heat and Deep Freeze and the ibuprofen and levomenthol gel Deep Relief.

See the full ranges at:

Mentholatum (<https://www.mentholatum.co.uk/>)

Deep Heat (<https://www.deep-heat.co.uk/>)

Deep Freeze (<https://www.deepfreeze.co.uk/>)

Deep Relief (<https://www.deep-relief.co.uk/>)

**Source: IRI data, units sold 52 w/e 27 Jan 18

NOTE TO EDITORS: We have a limited number of ‘Mind Your Back packs’ containing Deep Heat Muscle Massage Roll-on Lotion, Deep Freeze Pain Relief Glide-on Gel, Deep Heat Pain Relief Back Patches, Deep Freeze Pain Relief Cold Patches and a copy of the Mind Your Back videos available if you would like to run a competition in your publication. For more information, if you have any queries or would like to request images or sample products, please contact:

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