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Arctic Blast Equine Bandage Offers Better Therapeutic Relief

Equestrian News Release

Arctic Blast Equine Bandage offers “Faster - Deeper - Longer - Colder” therapeutic relief without refrigeration or water

September 26, 2007 — New Zealand-based Arctic Blast is proud to introduce its patented cold therapy system to the United States equine market with the Arctic Blast Equine Bandage. Faster than ice, easier than cold-hosing, the Arctic Blast Equine Bandage is a cost-effective, convenient alternative to have optimal cold therapy ready when you need it, without refrigeration or a water source.

Doctors and veterinarians have long recommended icing an injury to reduce swelling and ease pain in the early hours or days after an accident. Over the years, many alternatives to ice and cold hosing have been introduced to much fanfare, but most have failed to provide superior relief to these old tried and true measures... until now. The patented Arctic Blast Deep Evaporative Cold Therapy System outperforms other cold therapies four ways: it provides “faster, deeper, longer, colder” relief.

To use the Arctic Blast Equine Bandage, open the ziplock foil packaging, remove the lightweight mesh bandage, and squeeze out the excess Arctic Blast fluid. Rezip the package to prevent waste. Apply the bandage as you would normally apply a supportive bandage.

Within a few short minutes, the Arctic Blast Equine Bandage has dropped the surface temperature by 27°F by removing heat and evaporating it into the air. The body seeks to re-heat the surface by moving heat from deeper tissues to the surface. Within 10 minutes, heat has evaporated to a depth of 3 cm (1.2 inches), the effective depth for most injuries. As the fluid in the bandage slowly dries, it continually evaporates heat from the affected area, keeping the 27°F drop consistent at the depth of 1.2 inches for one hour and forty minutes. Over the next 20 minutes, the surface will begin to warm again, finally allowing the deeper tissue to warm as well. All told, Arctic Blast has provided faster (10 minutes), deeper (1.2 inches), consistently colder (27°F reduction) therapy for a longer period of time (two hours).

Dave Clarke, co-founder and co-inventor of Arctic Blast, said, “This bandage has been a welcome replacement for cold-hosing therapy for the horsepeople who’ve tried it. No mess, no fuss, and ecologically the right thing to do in drought-stricken areas. Plus, it’s just more effective than cold-hosing for the many people who don’t have exceptionally cold water available out of the tap.”

Mr. Clarke’s brother Glenn Clarke was the co-inventor. He added, “People who show or otherwise travel really love it, because they can keep it in their grooming bag or trailer at all times. You can take it out of a hot car trunk, apply it, and it will work as well as if you’d taken it out of the fridge.”

The Arctic Blast Equine Bandage is designed to be reusable. Simple put the bandage back in the ziplock foil bag, and add Arctic Blast recharger as needed. The bandage itself is durable and rated for 50 washes.

The recharge fluid contains alcohol and menthol, and has an antiseptic effect and cooling sensation that is very pleasant to closed skin. Although it is safe to apply to open wounds, it’s advisable to cover them with a thin sterile pad before applying the bandage, as it will sting raw areas.

The Arctic Blast Equine Bandage comes in one size suitable for most equine applications (4 inch x 8 feet), ready-to-use in a resealable ziplock foil bag, for a suggested retail of \$9.99. The Arctic Blast Recharge bottle contains 500 ml (16.6 oz), enough to recharge the bandage 9 times, suggested retail is \$19.99. For more information, please visit arcticblastequine.com.

About Arctic Blast

Arctic Blast, based in Christchurch, New Zealand, was founded in 2005 to bring to market Glenn and Dave Clarke’s deep-evaporative cold therapy concept. With a patent awarded, the Clarkes successfully launched human-sized Arctic Blast Bandages to the athlete market in New Zealand. Soon thereafter, horsepeople were clamoring for a horse-sized bandage and the Arctic Blast Equine Bandage was born. Arctic Blast continues to work on new products to extend the deep evaporative cold therapy technology to address other needs for horses and their people.

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