

## ZING Design Inc. Introduces The Flashpack™ Instant Heat Pack

Innovative Heat Therapy Tool Now Being Offered By Sports Therapy Professionals

FOR IMMEDIATE RELEASE:

Calgary, Alberta, Canada, February 4, 2008 – ZING Design Inc., the inno-vention company, announced today the availability of the FlashPack™ instant heat therapy pack. The FlashPack™ is a completely safe, non-toxic, reusable, and instant therapeutic heat pack which can be used anytime anywhere.

The FlashPack™ provides immediate soothing heat for stiffness, tension, cramps, muscle aches, and pain. The FlashPack™ comes in a variety of shapes and sizes to fit the contour of the body to provide maximum healing potential and to ensure utmost comfort. The Flashpack™ is now recommended by Physiotherapists, Athletic Therapists, Registered Massage Therapists and Chiropractors as an important new product for heat therapy.

"The FlashPack™ is an appealing form of professional heat therapy which provides a variety of benefits making it a popular choice among my clients at my clinic or at home," stated Dr. Michael Westaway, BSc, BScPT, FCAMT, DSc. "It can be used hundreds of times to provide instant heat therapy no matter where the need. The FlashPack™ provides a safe constant and comfortable heat with ideal heat duration times."

"The FlashPack™ self heats within seconds to provide instant relief anytime, anywhere," stated Lars Gustafsson, owner of The Body Mind Nutrition Center. "The FlashPack™ is portable and ideal for travel making it an ideal solution for our clients as many are outdoors sports enthusiasts."

"The FlashPack™ is non-toxic and safe making it ideal for our clients and the environment," stated Kevin Wagner BPE (ATC), BSc.PT, CAT(C), Diploma (Sports PT). "This is a new direction amid many other professional therapeutic products on the market, and in our opinion a welcome new addition to what we offer."

"The FlashPack™ brings a new level of convenience and quality to sports therapy products," stated Justin Rowe, B. Kin, CSCS, MES, vice president of ZING Design Inc. "The FlashPack™ is a medical grade heat therapy product that is non-toxic, reusable and can be used safely in both the clinic and at home."

For a list of physiotherapy, massage therapy and chiropractic clinics and retailers offering the FlashPack™ across Canada please visit us online at [www.TheFlashPack.com](http://www.TheFlashPack.com).



**About Dr. Michael Westaway, BSc, BScPT, FCAMT, DSc.**

Dr. Westaway has been a Physiotherapist for 20 years. He is a Fellow with the Canadian Academy of Manipulative Therapy (1994) and has an acupuncture designation with the Acupuncture Foundation of Canada (1993). He was a Master's student at the University of Calgary investigating the effect neck mobility has on certain arteries in the neck. He completed his doctorate in 2005. Dr. Westaway is the Calgary Flames Hockey Club's spinal consultant.

Dr. Westaway has won the Silver Quill award from the Canadian Physiotherapy Association

for research. He is currently involved in three research studies investigating certain areas of cervical spine (neck) dysfunction. He works closely with a neurosurgeon, neurologist and biomechanist and a PhD physiotherapist on these research projects.



### **About Lars Gustafsson, Founder and Owner of The BodyMind Nutrition Center**

The BodyMind Nutrition Center is a nutrition program that has been developed from over 14 years of experience, thousands of hours of coaching, and with thousands of amazing clients. Lars's unique multifaceted application of nutrition and lifestyle principles enables you to create the changes that will support your goals, activity levels and lifestyle. At the heart of their center is their people: coaches, trainers, facilitators, transformation specialists, life coaches, hypnotherapists, and massage therapists! The BodyMind Nutrition Center is located in the heart of downtown Calgary, Alberta. For more information please visit us on the web at [www.BodyMindNutrition.com](http://www.BodyMindNutrition.com).

### **About Kevin Wagner BPE (ATC), BSc.PT, CAT(C), Diploma (Sports PT)**

Kevin graduated from the University of Alberta with degrees in Physical Education and Physical Therapy, majoring in Athletic Therapy and sports injury management. For the past 17 years Kevin has worked with a wide range of Athletes both at the amateur and professional levels. Kevin has worked as an Assistant Trainer with Edmonton Eskimos, as well as the Head Trainer with the Ottawa Senators and Toronto Maple Leafs. In Calgary Kevin continues to work with elite athletes, working as an Athletic Therapist/Sport Physiotherapist with Hockey Canada, Alpine Canada and the Canadian Soccer Association. For more information please visit us on the web at [www.Kinemedics.com](http://www.Kinemedics.com).

### **About ZING Design Inc.**

ZING Design Inc. is a design group which creates and distributes 'inno-ventions' across Canada, the USA and Internationally. Just what is an inno-vention? An inno-vention is a fun, useful, unique product that isn't like anything you have ever seen before. In other words, our products bring a little ZING to your life! For more information please visit us on the web at [www.TheFlashPack.com](http://www.TheFlashPack.com).

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