

America: A Nation In Pain

(NAPSA)—Chances are you're one of the 100 million Americans suffering from body pain. According to recent research, up to 90 percent of pain sufferers don't get the relief they're looking for with their current pain medication. So next time, rather than reaching for a pill, consider some of these misunderstood or overlooked pain remedies:

Physical Therapy: Physical therapy can be an effective way to alleviate all types of musculoskeletal and neuropathic types of pain. A primary goal of physical therapy is to help chronic pain patients become stronger.

In addition, physical therapy can teach people how to move safely and functionally in ways that they haven't been able to in some time—helping them to avoid injury or reinjury.

Exercise: A consistent exercise routine can help control pain. That's the word from Dave Endres, a physical therapist and co-founder of SPEAR Physical Therapy in New York City. He says exercising for just 30 minutes a day at least three or four days a week will help with chronic pain management by increasing endurance, muscle strength, joint stability and flexibility in the muscle.

Massage Therapy: Massage therapy is an effective part of pain relief and management because it can help reduce inflammation and swelling and soothe stiff, sore muscle, which ultimately relieves pain.

Stephanie Smith, Spa Director and licensed massage therapist at the Viana Hotel & Spa on Long Island, says that while physical therapy focuses on strengthening and stretching—sometimes with



While most Americans still turn to over-the-counter pills to handle pain, other methods of pain relief are growing in popularity.

the use of mechanical methods, heat, and electric stimulation—massage therapy focuses on the muscles, soft tissue, and softening restricted tissue.

Topical Relief: Americans are steadily starting to adopt what the rest of the world had known about for years: topical pain relievers, such as patches and gels, which are safe, effective methods for pain management.

Two of the latest developments are the Salonpas Pain Relief Patch and the Salonpas Arthritis Pain Patch. They are the first and only FDA-approved over-the-counter pain relievers approved for sale using the FDA's New Drug Application process. Clinically tested, they relieve mild to moderate pain for sore muscles, backache, sprains and strains, as well as joint and arthritis pain.

These Salonpas patches are manufactured using a new ultra-thin comfort stretch technology, enabling them to stay in place and provide up to 12 hours of relief.

To learn more, visit the website at www.salonpas.us.