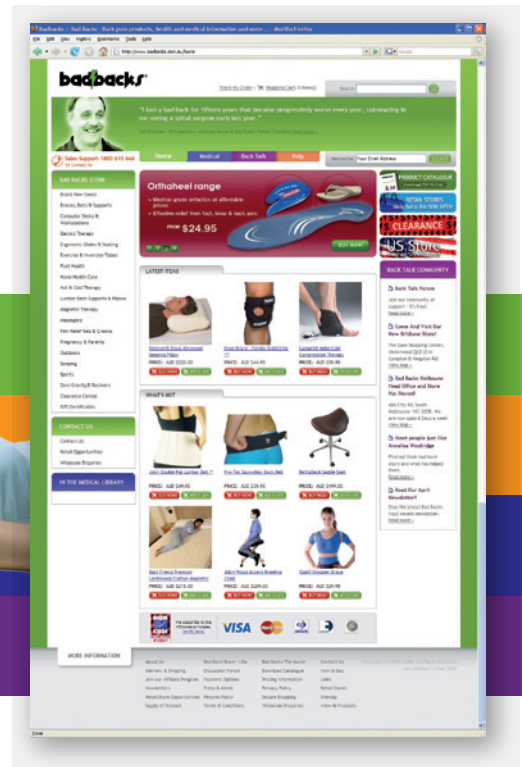




Media Fact Sheet



Doing our bit to help the back pain epidemic!

With over 80% of the population experiencing back pain at one time or another, it's not surprising that people are looking for solutions, wherever they can.

Bad Backs is Australia's leading destination for back pain resources and products, with a comprehensive website and three large retail stores in Melbourne, Sydney and Brisbane.

Badbacks.com.au offers an impressive 500+ catalogue of remedial products, and attracts a large online community of users, who are drawn to the site to access the latest information and research on spinal pain (from international sources, both traditional and holistic), as well as the popular discussion forum, where users can share their own personal experiences and information.

With over 80% of the population experiencing back pain at one time or another, it's not surprising that people are looking for solutions.

Our retail stores provide specialised service and support. Our experienced customer service team (many with ongoing back problems) are available to help customers find the right product for their needs.

Is our medical information trustworthy? You betcha!

In the interests of our website visitors and customers, we abide by the HONcode principles of the 'Health on the Net Foundation', and received accreditation in October 2002. HONcode is an international, non-profit organization, committed to ensuring that health information available on the internet is credible and reliable.

www.badbacks.com.au

WEBSITE PRODUCT CATEGORIES

- Braces, Belts & Supports
- Computer Desks & Workstations
- Electro Therapy
- Ergonomic Chairs & Seating
- Exercise & Inversion Tables
- Foot Health
- Home Health Care
- Hot & Cold Therapy
- Lumbar Back Supports & Pillows
- Magnetic Therapy
- Massagers
- Pain Relief Gels & Creams
- Pregnancy & Parents
- Outdoors
- Sleeping
- Sports
- Zero Gravity® Recliners

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