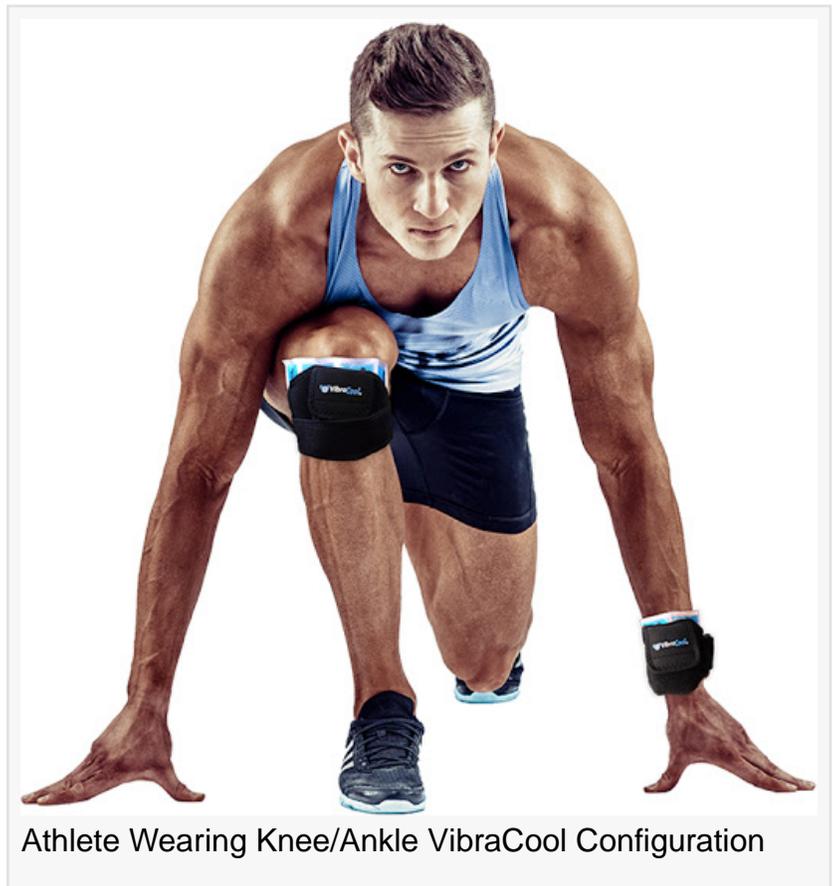


MMJ Labs And New VibraCool Debut At National Athletic Trainers' Association Expo In New Orleans

Athletic Trainers are often first responders to injury. With increased attention on drug-free pain relief, VibraCool is an excellent first response!

ATLANTA, GEORGIA, UNITED STATES, June 26, 2018 /EINPresswire.com/ -- MMJ Labs LLC, the industry leader in drug-free pain relief, is honored to introduce Athletic Trainers to [VibraCool®](#) Vibrational Cryotherapy. On or off the field, this wearable, portable device is a game-changer for athletes.

VibraCool® Vibrational Cryotherapy is the only pain reliever on the market that combines ice and vibration. The device pairs MMJ Labs' patented vibration frequency with form-fitting ice packs and an orthopedic compression strap, providing a wearable cold therapy product for aches, muscle stiffness, and injury pain. The synergistic effects of vibration, compression, and ice relieve pain on contact, reduce swelling and inflammation, and accelerates healing. With configurations for the knee, ankle, elbow, and wrist, VibraCool is a necessity for any athlete.



Athlete Wearing Knee/Ankle VibraCool Configuration

“

Adding vibration to ice and compression adds pain relief. Our therapy timer makes sure athletes get the anti-inflammatory time they need.”

Amy Baxter, MD, Chief Pain Officer

The National Athletic Trainers' Association annual [expo](#), June 26 - 29th in New Orleans, is the premier educational and networking event for Athletic Trainers. Athletic Trainers will have the exclusive opportunity to trial our products on Wednesday, June 27th, at Booth # 4066. Throughout the show, VibraCool will be showcased at the NATA Hot Product Pavilion.

Athletic training encompasses the prevention, examination, diagnosis, treatment, and rehabilitation of injuries and medical conditions. Ongoing health care reforms require the most

cost-effective means of patient care. Athletic Trainers are part of an efficient system that reduces injury rates and returns athletes to the game. Having affordable, easy-to-use VibraCool solutions in

their toolbox will help Athletic Trainers improve efficiencies still further. VibraCool is cryotherapy on the go, so athletic trainers can help their athletes with pre-game readiness, post-game recovery, and those nagging overuse injuries.

"While athletes are used to ice and compression for injury, vibration adds significant pain relief," observes VibraCool inventor and MMJ Labs' CEO Dr. Amy Baxter. "Our drug-free pain relief products help people think outside the prescription pad, addressing pain with physical solutions that work."

About MMJ LABS LLC

MMJ Labs is a woman-owned and operated business headquartered at their Hive in Atlanta, Georgia. Established in 2006 by Dr. Amy Baxter, an emergency MD and pain researcher, MMJ Labs develops reusable, inexpensive physiologic products for personal pain control.

The flagship product Buzzy®, a bee-shaped palm-sized device combining cold and vibration to combat needle pain, is clinically proven in over 20 studies. Buzzy has been used for over 31 million procedures. New VibraCool® Vibrational Cryotherapy combines the unique frequency of Buzzy with larger ice packs and an orthopedic compression strap, providing a wearable cold therapy product for aches, muscle stiffness, and injury pain. In development: [Backster](#) for low back pain relief!

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Knee/Ankle VibraCool



This press release can be viewed online at: <http://www.einpresswire.com>

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