

# Pain Care Labs celebrates three exclusive new partnerships and launch of newly-patented back pain device, DuoTherm™

*First-of-its-kind on the market, DuoTherm™ adds heat option to Cool-Pulse™ technology-- proven to block pain.*

ATLANTA, GEORGIA, USA, September 4, 2018 /EINPresswire.com/ -- During Pain Awareness Month, [Pain Care Labs](#) will not only debut a new, patent-pending device at PAINWeek, but also three exciting new partnerships with the U.S. Pain Foundation, Project Athena, and ATI Foundation.

“To prevent addiction, people need options to get power over their pain. Pain is personal. Long-term relief requires different therapies at different times: heat one time, cold another, vibration from intense to comforting,” said Dr. Amy Baxter, founder and CEO of Pain Care Labs. “We have been researching temperature and vibration for pain for 14 years. DuoTherm is a patented, revolutionary product that will provide safe pain relief for millions living with acute or chronic back pain.”

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For almost every pain condition, physical solutions work better than pills. We prescribe opioids because we lack options. Hot & cold therapy and massage work. Let's try what actually works for pain.”

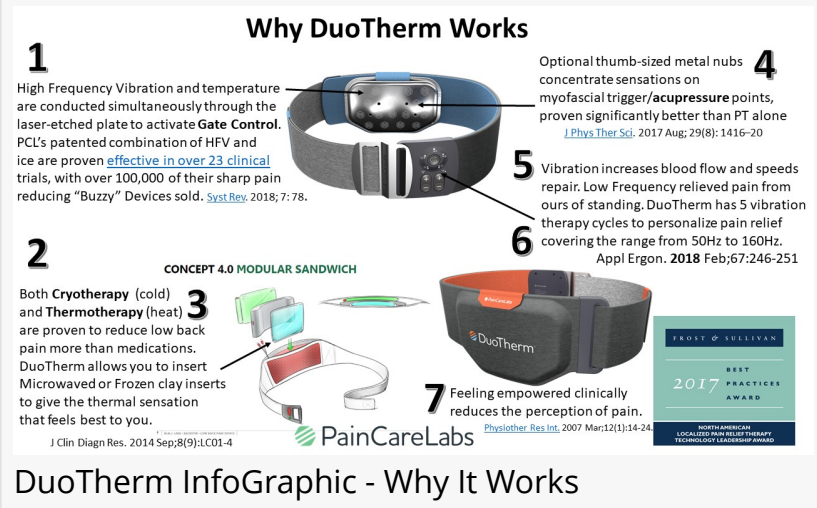
*Amy Baxter MD, Chief Pain Care Officer, Pain Care Labs*

that are equitable and accessible.

“We are excited to partner with these three highly-respected non-profits,” explained Nicole O’Brien, Director of Channel Marketing & Business Development at Pain Care Labs. “Our strategic partnerships are driven to increase awareness, directly support the pain community, and ultimately create better outcomes for patients, enabling them to focus less on pain and more on living life.”



Get to know DuoTherm™

### Why DuoTherm Works



- 1** High Frequency Vibration and temperature are conducted simultaneously through the laser-etched plate to activate Gate Control. PCL's patented combination of HFV and ice are proven [effective in over 23 clinical trials](#), with over 100,000 of their sharp pain reducing "Buzzy" Devices sold. [Syst Rev](#). 2018; 7: 78.
- 2** Both Cryotherapy (cold) and Thermotherapy (heat) are proven to reduce low back pain more than medications. DuoTherm allows you to insert Microwaved or Frozen clay inserts to give the thermal sensation that feels best to you. [J Clin Diagn Res](#). 2014 Sep;8(9):LC01-4
- 3** CONCEPT 4.0 MODULAR SANDWICH
- 4** Optional thumb-sized metal nubs concentrate sensations on myofascial trigger/acupressure points, proven significantly better than PT alone [J Phys Ther Sci](#). 2017 Aug; 29(8): 1416-20
- 5** Vibration increases blood flow and speeds repair. Low Frequency relieved pain from ours of standing. DuoTherm has 5 vibration therapy cycles to personalize pain relief covering the range from 50Hz to 160Hz. [Appl Ergon](#). 2018 Feb;67:246-251
- 6**
- 7** Feeling empowered clinically reduces the perception of pain. [Physiother Res Int](#). 2007 Mar12(1):14-24

PainCareLabs

DuoTherm InfoGraphic - Why It Works

On a mission to eliminate unnecessary pain, Pain Care Labs has aligned the company with three like-minded organizations, all dedicated to empowering individuals living with painful conditions. Through their inspiring work in education, advocacy, direct medical care, and solutions for pain control, these three organizations will now have the ability to work with Pain Care Labs to have a positive impact on more than 100 million individuals suffering from pain. A goal of the partnership includes all four organizations working together to help patients in need receive beneficial pain relief devices they may not otherwise be able to afford, creating pain relief solutions

Launching September 5th at PAINWeek in Las Vegas, Pain Care Labs' exclusive new, patented technology gives patients power over pain, with six research-proven pain relief modalities. As the only device on the market to incorporate hot or cold vibrational therapy, DuoTherm is drug-free and created by physician-scientist Amy Baxter MD. To date, the FDA cleared Cool-Pulse™ technology used in DuoTherm has been proven to block pain in 23 randomized clinical trials. DuoTherm adds acupressure and multiple new therapy cycle options ranging from comforting to intense, reflecting researched frequencies for optimal treatment of different causes of pain.

One of the best parts about DuoTherm is rechargeable technology, continuing an important mission of sustainability started at Pain Care Labs. Designed to treat pain for years, the device also eliminates waste.

Retailing at \$199, the lumbar back device provides multiple therapy cycle options ranging from comforting to intense, reflecting researched frequencies for optimal treatment of different causes of pain.

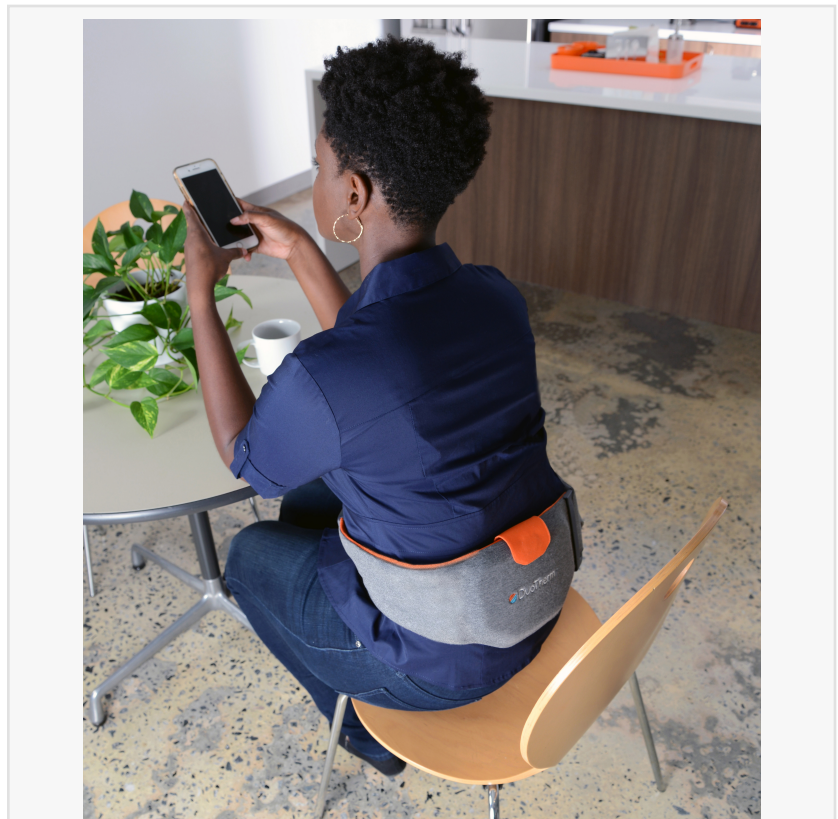
Live on September 5th, individuals can save over \$100 off DuoTherm with the IndieGogo campaign. During the crowdfunding campaign, generous supporters will also have the opportunity to pledge to donate 10, 50, or 100 pain relief devices, allowing charities to provide pain relief to those under-served in communities all over the nation.

<https://www.indiegogo.com/projects/duotherm-vibrating-thermal-back-pain-reliever/>

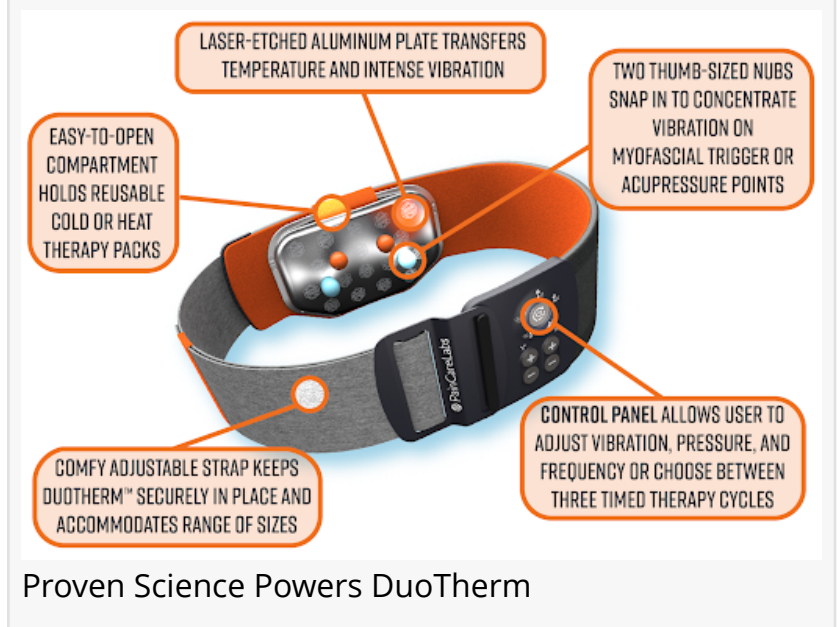
“As a team, we’re honored to announce the evolution of pain management and a truly innovative, next-generation device that is equitable, affordable and puts pain management back in the hands of every human being,” explained Dr. Amy Baxter. “This device can ease the strain on a healthcare community struggling with opioid addiction and physician burnout.”

About Pain Care Labs

Founded in 2006 by pediatric emergency doctor and pain researcher Amy Baxter MD FAAP FACEP, Pain Care Labs is on a mission to eliminate unnecessary pain. Using the physiologic



Relaxing At The Office With DuoTherm



Proven Science Powers DuoTherm

technique of “gate control”, the devices block pain by stimulating the motion nerves (like TENS units) and cold nerve feedback system. Instead of electric shocks, Pain Care Labs determined the frequency that naturally stimulates the motion nerves with comfortable vibration. Unique intense ice packs reduce inflammation and add a powerful inhibitory pain relief called Descending Noxious Inhibitory Control. The company’s award-winning first device, [Buzzy](#) for Shots, created a new category of pain reliever. In 2017 they were awarded the “Industry Leader in Local Pain Relief” from Frost & Sullivan. Buzzy is used worldwide and has blocked pain from over 31 million needles. As patients began using Buzzy at home to avoid opioids after surgery, in 2016 Dr. Baxter became a CEO full time to develop VibraCool technology, wearable thermal therapy for pain. See other projects and company information at <http://www.paincarelabs.com>.

## About our Partners

### US Pain Foundation

The mission of U.S. Pain Foundation is to empower, educate, connect, and advocate for people living with chronic conditions that cause pain. As a 501(c)(3) organization dedicated to serving those who live with pain conditions and their care providers, U.S. Pain Foundation helps individuals find resources and inspiration. Learn more at <https://uspainfoundation.org>.

### Project Athena

The Project Athena Foundation is a 501c3 non-profit foundation dedicated to helping women survivors of medical or other traumatic setbacks achieve their adventurous dreams. Learn more at <http://projectathena.org>.

### ATI Foundation

Founded by ATI Physical Therapy in 2003, the ATI Foundation is a 501(c)(3) charitable organization that gives help and hope to children with physical impairments. It was created as a way for ATI employees and patients to give back to the communities in which we live, work and serve. Learn more at <https://www.atipt.com/ati-foundation>.

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