

## OMRON launches ultra-compact electronic nerve stimulator for rapid muscle pain relief

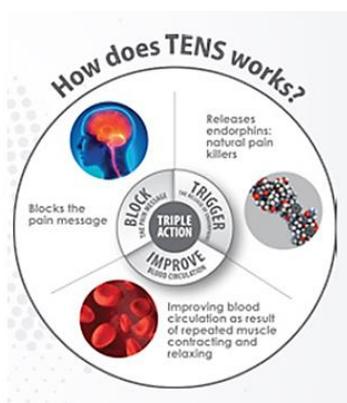
*Operates on TENS technology that eliminates mild to moderate pain to lessen the dependence on painkillers*

**New Delhi, August 13, 2019:** OMRON Healthcare - a global leader in the field of clinically proven, innovative medical equipment for home health monitoring and therapy, has launched an Electronic Nerve Stimulator (model HV-F013), equipped with OMRON's Transcutaneous Electrical Nerve Stimulation (TENS) technology in India, clinically validated for home use, and providing drug-free pain relief. Small, portable and powerful, it is one-of-its-kind pain management\* device and perhaps the only one available in the organised market with a full suite of advanced and comprehensive features.

While a traditional massager has ergonomic challenges, a nerve stimulator could be conveniently used for all body parts - anterior and posterior. This makes it suitable to relieve almost all kinds of pain - nerve, muscle or joint pain (which are often chronic and take various forms, including inflammatory arthritis, back pain, foot pain, etc.) leading to better wellbeing and lesser dependence on painkillers. The contraption is suitable for people across all age groups.

The TENS technology involves sending small, low-voltage electrical impulses to a specific nerve via electrodes placed on the skin, with the aim of modifying the way neurones send signals and thus, preventing the pain signals from reaching the brain. The miniature device works effectively in three different ways:

- Blocking the transmission of pain signals to the brain
- Stimulating the production of endorphins (which are natural painkillers)
- Improving blood circulation



OMRON TENS Technology

Priced at INR 3990, the device comes with five modes which allow users to experience a soothing and kneading massage. In addition, the device also features five levels of intensity, which let the user pick the range of power they need for appropriate pain relief.

Speaking on the device's launch, **Mr. Rohit Saini, Head Marketing & Operations, Omron Healthcare India**, said, "Today, along with the disease induced pains, lifestyle habits and workout-injuries are also emerging as common reasons for muscular and nerve-related pain. Pain management requires early intervention to prevent aggravation. With this in view, we bring to India the OMRON Electronic Nerve Stimulator - a product that is backed by decades of OMRON's research and expertise in home health monitoring. The

launch is also a reflection of our commitment to India's preventive healthcare sector, focused on improving quality of life.”

\*For best results, it is advisable to consult and keep the physician informed before commencing with pain management therapy

About OMRON Healthcare India:

Established in 2005, OMRON Healthcare India is a key player in the health care segment providing innovative medical technologies for Monitoring and Therapy. Equipped with OMRON's competent "Bio-information Sensing" the portfolio comprises of home healthcare products such as blood pressure monitors, respiratory therapy devices, body fat monitors, digital thermometers, pain management devices, etc. OMRON Healthcare was the first to introduce manual and digital blood pressure units to the home healthcare market in the world. Today, OMRON has the highest market share in the home-use digital BP monitor in India and across the globe.

To learn more, please visit: <https://www.omronhealthcare-ap.com/in>



**For further information, please contact:**

Corporate Communications, OMRON:

Ankur Bhat, +91 9899819904, [ankur.bhat@omron.com](mailto:ankur.bhat@omron.com)

Jaskaran Gautam, +917838491307, [jaskaran.gautam@omron.com](mailto:jaskaran.gautam@omron.com)

Weber Shandwick (India): Sandeep Rawat, +919911043897 [srawat@webershandwick.com](mailto:srawat@webershandwick.com)