

SIGVARIS

For Immediate Release:

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A Simple Change of Socks Could be the Key to Longer Life for Men

SIGVARIS announces exciting new product for men that could add years to their life.

PEACHTREE CITY, GA – Every year, more than 2 million Americans experience a Deep Vein Thrombosis (DVT). These blood clots often lead to a Pulmonary Embolism (PE), and every year more people die from DVT/PE than AIDS and breast cancer combined, according to the National Blood Clot Alliance. However, a simple change in socks could be the key to avoiding a similar fate.

“Many men are unaware that just by changing the type of socks they wear, they could add years to their life,” says Byron MacPhee, SIGVARIS’ Vice President of Sales for the United States. “Businessmen are especially at risk for developing circulation disorders because they spend so much of their time working at their desk or traveling for work.”

That’s why SIGVARIS is excited to announce an all-new Business Casual Sock that features graduated compression therapy to help reduce this risk. Anyone that sits for long periods of time will experience less blood circulation due to gravity. Graduated compression socks increase pressure where veins are the weakest to improve blood flow and one’s overall health.

The Business Casual Sock is a necessary wardrobe addition for any professional businessman who wants to add years to his life by preventing blood clots and vein disease. In fact, the Centers for Disease Control and Prevention (CDC) recommends graduated compression socks as a preventative measure against Deep Vein Thrombosis.

These amazing new socks feature a timeless striped pattern and are available in navy, brown and black. To find them at a store near you, visit www.sigvarisusa.com/find.

About SIGVARIS: SIGVARIS® North America is part of an internationally active medical device group headquartered in Winterthur, Switzerland that focuses on the development, production and distribution of medical graduated compression garments, including hosiery and socks. With distribution in more than 50 countries on six continents, SIGVARIS, is recognized as a global industry leader in the area of compression therapy for the management of chronic venous insufficiency and venous disorders. SIGVARIS’ US manufacturing plant is located in Peachtree City, GA. SIGVARIS is a committed DVT prevention advocate. In addition to medical products, SIGVARIS also manufactures lifestyle and sports products based on its expertise in graduated compression therapy. www.sigvarisusa.com SIGVARIS, LIFE FOR LEGS and the leg icon are registered trademarks of Ganzoni & Cie AG, St.Gallen/Switzerland and in many countries worldwide.