

SIGVARIS

For Immediate Release:

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SIGVARIS Joins ABC Kids Expo to help Baby Legs With Compression Stockings Designed to Reduce Leg Swelling and Prevent Varicose Veins During Pregnancy

***SIGVARIS**, the global leader in compression stockings and DVT prevention advocate, is proud to showcase compression products designed especially for moms-to-be at the 9th annual ABC Kids Expo.*

PEACHTREE CITY, GA – SIGVARIS (www.sigvarisusa.com), the global leader in medical compression therapy, is pleased to announce that it will attend the ABC Kids Expo (a private tradeshow event) on **Sept. 23-26** at the **Kentucky Exposition Center** to help educate maternity and children retailers about the importance of maintaining leg health during pregnancy. Last year, more than 14,000 people were in attendance.

According to a report by Swiss Medical Weekly, 30 percent of women pregnant for the first time and 55 percent of women who have had two or more full-term pregnancies develop varicose veins. The ABC Kids Expo will provide SIGVARIS with an opportunity to educate retailers about the benefits of wearing [compression socks and stockings during pregnancy](#). These retailers will be able to share this knowledge with all the expecting mothers who shop in their stores.

“For many women, varicose veins often appear for the first time during pregnancy as a direct result of an increase in blood volume, an increase in pressure from the fetal head, and a rise in hormone levels. Women who take time to ‘baby their legs’ during pregnancy by wearing maternity compression socks will help reduce their chances of developing vein disease,” says Judith Brannan, SIGVARIS’ Medical Affairs & Education Manager in the United States. “We are excited to educate as many people as possible during this event.”

SIGVARIS created www.babyourlegs.com, an educational resource for expecting mothers to learn about leg health during pregnancy and beyond.

“Many women are unaware that they should be wearing compression stockings for at least six weeks following a c-section to help prevent blood clots that could lead to a pulmonary embolism or even death,” Brannan adds. “I meet many women around the country every year that have never heard of compression therapy and are unaware of the steps they should take to keep their legs healthy during pregnancy. We are looking forward to the opportunity to educate more expecting mothers about leg health and DVT prevention.”

About SIGVARIS North America:

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 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 disorders. Our US manufacturing plant is located in Peachtree City, GA. For more information, please visit 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.*