

**For Immediate Release:**

Public Relations: Melissa Gwozdz  
770-632-2986/ [Melissa.Gwozdz@sigvaris.com](mailto:Melissa.Gwozdz@sigvaris.com)

## SIGVARIS' Newest Socks Could be the Key to Longer Life for Men

*SIGVARIS WELL BEING Business Casual Socks are now available in charcoal, giving men another color option in the socks that could add years to their life.*

**PEACHTREE CITY, GA** – Doug Handy, who works as a commercial pilot in Atlanta is aware that the SIGVARIS Business Casual Socks he wears to make his legs feel better also act as a preventative measure against blood clots (economy-class syndrome), particularly during long flights overseas.

"I find that the Business Casual Socks make my legs feel better when I arrive at my destination," Handy says. "Even on days when I'm flying short runs, I can tell a difference in how my legs feel when wearing compression socks. I like to be proactive when it comes to my health and in preventing blood clots."



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.

"People everywhere are unaware that graduated compression socks can help prevent DVTs," says Judith Brannan, SIGVARIS Medical Affairs & Education Manager. "Businessmen and pilots particularly at risk for developing circulation disorders because they spend so much of their time sitting at their desk and/or traveling for work."

That's why SIGVARIS is excited to announce that the Business Casual line for men recently added a new color addition. They are now available in navy, brown, black and charcoal. They also feature a subtle striped pattern and are constructed with a soft microfiber yarn for all day comfort.

The SIGVARIS Business Casual Socks are 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 DVT.

To learn more about leg health or to find a SIGVARIS dealer near you, visit: [www.sigvarisusa.com](http://www.sigvarisusa.com).

### 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 compression garments, including hosiery and socks. With distribution in more than 60 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. SIGVARIS product lines include: SIGVARIS MEDICAL, SIGVARIS WELL BEING and SIGVARIS SPORTS. Our US manufacturing plant is located in Peachtree City, GA. For more information, please visit [www.sigvarisusa.com](http://www.sigvarisusa.com). SIGVARIS is a registered trademark of SIGVARIS AG, CH-9014 St. Gallen/Switzerland and in many countries worldwide.