

**For Immediate Release:**

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## SIGVARIS Steps in a New Direction Connecting Consumers to the Latest Health Trend at the Boston Health & Fitness Expo

*SIGVARIS just announced that it will attend the 7News and Boston Medical Centers Health & Fitness Expo to encourage people to "Take a Step in the Right Direction" in improving their health.*

**PEACHTREE CITY, GA** – SIGVARIS is stepping in a brand new direction and reaching out to consumers for the first time ever with exciting new products featuring the latest innovation in health and fitness at the Boston Health & Fitness Expo.



At the event, consumers will be able to share in a unique social experience they won't want to miss! Consumers will have fun stepping into the SIGVARIS brand where they will learn about the latest products designed to leave legs looking great and feeling energized. There will also be experts on hand to answer questions, as well as chances to win free products.

"We are thrilled for this opportunity to encourage consumers to think about socks in a brand new way," says Lydia Anderson, VP of Marketing for SIGVARIS North America. "Consumers will walk away from the SIGVARIS booth with a new outlook on their health and knowledge about how a simple change of socks could change their life."

SIGVARIS has a variety of graduated compression products designed for those who travel, expectant mothers, active individuals, athletes and for those looking to revive their legs and feet with an energy boost.

The 7News and Boston Medical Centers Health & Fitness Expo takes place June 22-23 at the Hynes Convention Center in Boston from 10 a.m. to 5 p.m. SIGVARIS encourages everyone in the Boston area to stop by and walk in on the action.

To learn more about hottest new movement in health and fitness, visit: [www.sigvarisusa.com](http://www.sigvarisusa.com).

Take a *Step* in the  
Right Direction

Join us at Boston's Health & Fitness Expo  
June 22 and 23 | [BostonHealthExpo.com](http://BostonHealthExpo.com)



DAILY  
Giveaways!

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

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