

For Immediate Release:
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SIGVARIS Creates New Educational Television Segment to Raise Awareness About the Importance of Leg Health

SIGVARIS recently collaborated with Dr. Ariel Soffer who leads the Vein Experts Training Academy in South Florida to create an informative video about the steps people can take to help keep their legs healthy.

PEACHTREE CITY, GA (Oct. 27, 2014) – Did you know that one third of all men and women between 18 and 79 suffer from leg swelling and varicose veins? A new video by SIGVARIS made in collaboration with Dr. Ariel Soffer of the Vein Experts Training Academy in South Florida takes a look at chronic venous disorders and how graduated compression can help.



This educational video segment will air nationally on PBS television starting this week, giving people a look at the steps they should take to help keep their legs healthy.

A shorter version of the video has been paired down into a commercial length segment that is being aired on major news networks such as *CNN*, *FoxNews*, *MSNBC*, and other networks to help increase leg health knowledge around the country.

This free educational content is also available for use for physician offices, health centers, pharmacies, and home medical equipment retailers. “What many people don’t realize is that symptoms such as leg swelling, achy legs and varicose veins often indicate the early stages of chronic venous insufficiency, a condition that if left untreated may worsen over time,” says Judith Brannan, Education & Medical Affairs Manager for SIGVARIS North America. “We hope this video will raise awareness, so people can treat their symptoms early or help prevent them from happening in the first place.”

Socks and hosiery that feature graduated compression are designed to be tightest at the ankle and decrease in pressure going up the legs. Graduated Compression garments help improve circulation and revive tired, achy legs. They also help with the treatment and prevention of varicose veins. SIGVARIS offers three categories of products: SIGVARIS MEDICAL, SIGVARIS WELL BEING and SIGVARIS SPORTS.

For more information about graduated compression or for tips about how to keep your legs healthy, visit: sigvarisusa.com. To watch these educational segments, visit: sigvarisusa.com/videos.

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 U.S. manufacturing plant is located in Peachtree City, Ga. This year, SIGVARIS is celebrating its 150th Anniversary. For more information, please visit www.sigvarisusa.com. SIGVARIS is a registered trademark of SIGVARIS AG, CH-9014 St. Gallen/Switzerland and in many countries worldwide.