

STIMULATING NEWS

FOR ELECTROTHERAPY

NEW HAN THERAPY™ TENS

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DID YOU KNOW?

- The New Han Therapy brochure is now available at Americanimex.com.
- American Imex to launch new products at CSM 2009 in Las Vegas Booth #1148.
- You can sign up to receive the Stimulating News newsletter at Americanimex.com.
- American Imex is a leading distributor of Pelvic Floor Exercise and Stimulation products for urinary and fecal incontinence.

NEW BREAKTHROUGH IN TENS FOR PAIN RELIEF-

Drs. R.R.S. Cheng and B. Pomeranz landmark study in 1979 introduced the concept of naturally occurring opioid analgesics in the body that were discovered to play a role in reducing pain. It was found that the production of these endogenous opiates could be increased by introducing low frequency electrical stimulation.

Dr. Ji Sheng Han at the Neuroscience Research Institute at Beijing Medical University in Beijing China has done extensive research into electroacupuncture and the role of endogenous opioid peptides in pain control for decades.

In 1991, Dr. Han found that

while low frequency stimulation accelerates the release of enkephalin and 13-endorphin in the brain to manage pain, slightly higher frequencies of stimulation are more effective in accelerating the release of dynorphin in the spinal cord which results in a suppression of anterior horn neuron activity to reduce muscle spasm. Based on the results of a series of careful study Dr. Han has come to the conclusion that the best parameters for pain and spasm reduction is a precisely controlled sequence of Dense-and-Disperse (DD) modes of stimulation where 2 Hz is alternating with 15 or 70 Hz, each lasting for 3 seconds. Under these special Han parameters all 3 kinds of opioid peptides are released simultaneously. This produces a synergistic analge-

sic effect for faster, greater and more long-lasting pain relief results.



American Imex is the exclusive distributor of the Han Therapy device here in the U.S. This innovative TENS

device incorporates traditional modes of stimulation (Conventional, Burst, Modulation) with 2 new Han Therapy modes for maximum flexibility and results.

OPTIMA SERIES TENS, IF & NMES

American Imex has launched the Optima Series; a premier line of pain relief and neuromuscular stimulation devices. The Optima TENS, Interferential and NMES units are for those who want to offer the best and latest devices available for pain management and muscle rehabilitation. The products feature the most effective pain relief modes (including the innovative **Han Therapy** modes) available today. The EZ view LCD screen

display and Quick Pick Presets make patient set-up a snap. The patient friendly user interface enhances compliance and insures success.

The case design and interface is consistent across the entire line to present a family of products to your referral sources. Uniform design, functions and controls reduce confusion and allow easy set-up and dispensing of the product line.

visit us at www.americanimex.com



CSM 2009

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Since 1984, American Imex has developed internationally recognized brand names such as:

Pain *CARE*
BioTENS 2
Interspec IF
R-STIM Digital
Dermatode Electrodes

American Imex has a 27 year history of building electrotherapy products that have become synonymous with quality and value.

Visit www.americanimex.com for all the exciting New Products and amazing Monthly Specials.

NEW R-STIM DIGITAL MUSCLE STIMULATOR

American Imex is now offering a New muscle stimulator; the R-STIM Digital .

The R-STIM Digital features extremely fast setup and accurate settings for the re-education of muscle, prevention and retardation of atrophy and reduction of muscle spasm.

Less setup time means more treatment time. State-of-the-art electronics and a large LCD display allow intuitive navigation of the device.

The R-STIM Digital is a straightforward and user friendly neuromuscular stimulation device.

NMES uses ON/OFF stimulation times to mimic active exercise contraction/rest periods and Ramp Up and Ramp Down times for comfortable muscle contracting. It is used where active exercise is not easily achieved or isolation of specific muscle is required.

The R-STIM Digital is a simple device and is a great complement to the recently introduced OPTIMA EMS/TENS .

The OPTIMA EMS/TENS features a full function digital interface, fully adjustable parameters and 5 presets for total muscle stimulation.

Drop by our booth #1148 at CSM 2009 and check out the R-STIM Digital, Han Therapy, Optima Series and the all of the new additions to the American Imex line of electrotherapy products and accessories.

CALL FOR INFORMATION

(800) 521-8286

Or

(949) 553-0263

