

COCSA Endorses Eclipse Mattresses

Editorial Staff

The Congress of Chiropractic State Associations (COCSA) recently signed an endorsement agreement with Eclipse International and its chiropractic division, ChiroMatic Inc., to promote the spinal health benefits of mattresses with Eclipse's "Spinal Zone" sleep technology to chiropractors and consumers.

"The additional support provided by Spinal Zone has been clinically proven to offer valuable spinal health benefits, particularly those that are important to chiropractors," commented Dr. Stephen Simonetti, president of COCSA. "After thorough review, we have determined that Eclipse's Spinal Zone meets those qualifications, and we are proud to lend our credentials to that effect."

Collaborative mattress designs, special point-of-purchase materials, consumer and health care professional education programs, and mass media outreach promotions will be included as part of the endorsement. In addition, special chiropractic promotions will be featured in retail stores that carry Eclipse mattresses.

"We carefully looked at a number of chiropractic groups who were interested in Eclipse, but with the largest membership base and international acclaim, the COCSA made the best fit," said Stuart Carlitz, CEO of Eclipse International. "This will be a great win-win partnership."

APRIL 2005