

\$1.2 Million in Biofreeze Donated to U.S. Troops

Editorial Staff

[Performance Health / Hygenic Corporation](#) has donated \$1.2 million (retail value) in Biofreeze to [SupportOurTroops.org](#), an organization founded to help citizens and community-minded businesses show their patriotism and support for our nation's military. Donations to the organization are used to bring aid and comfort to U.S. troops in the field.

"When considering where to make this product donation, our troops were at the top of the list, said Jeff Mathers, product manager (Biofreeze line) for Performance Health / Hygenic. "We are honored to be able to support them and are grateful for their dedication and sacrifice. We hope this donation provides relief for those suffering with aches and pains as a result of their physically challenging commitment. We are also grateful for SupportOurTroops.Org's efforts to help community-minded businesses such as ours find ways to make a difference in the day-to-day lives of our service members."

Added Martin Boire, chairman of SupportOurTroops.Org: "These troops carry a lot more on their shoulders than very heavy backpacks. When you're carrying a responsibility as big as America on your shoulders, you're bound to get sore muscles, and the relief they'll receive from a product like Biofreeze is going to be greatly appreciated. On behalf of the troops, we thank and commend Performance Health for their unsolicited contribution."

JULY 2010