

The Hug Koala
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Introducing a completely new concept in lower back support – the *hug* by Koala. Relief from back pain has never felt so good!

(00:14) Though millions of people suffer from back pain, back support design has not changed significantly over the last 200 years. Dr. David Segal, professor of medicine, a world-renowned orthopedic surgeon and inventor, developed the *hug* with the vision to revolutionize relief of back pain. The *hug* applies focused support exactly where it is needed. Unlike wraparound supports, the *hug* doesn't press on your abdomen. You can breathe, eat, sit and move around freely and comfortably.

(00:42) I'm here with Dr. David Segal, professor of medicine, a world-renowned orthopedic surgeon and inventor of a revolutionary new concept in back support, the *hug* by Koala.

(00:52) Hello Dr. Segal. You are a respected orthopedic surgeon. How did you get involved in inventing the *hug* back support?

(1:01) An orthopedic surgeon takes care of many, many patients with lower back pain. Only a small minority require surgery. The majority are treated with pain medication, exercises and back supports. The available back supports are all involved in wrapping around the abdomen, which I think is unnecessary, it is not comfortable and I thought of developing a new device, the *hug*, which will eliminate the wrap around the abdomen.

(1:34) The *hug* relieves back pain and naturally trains you to maintain good posture. Simply put on, adjust to fit, and go – it's like taking your expensive orthopedic chair with you all day long.

(1:45) The *hug* - lower back support that adapts to your individual lifestyle - at home, the office and outdoors. Relief from back pain has never felt so good!

(2:00)