



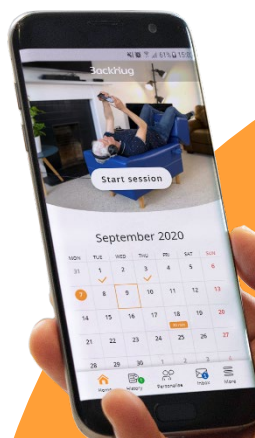
Back hug



The Welcome Pack

BackHug is powered by **Pacla Medical**
Designed and manufactured in the UK

 **Made in the UK**



Welcome to BackHug!

We're delighted to be bringing BackHug into your home, whether for therapy, pampering or just a time to look after yourself. Let's give some freedom to our backs!



To make sure you get the best out of the service, we recommend that you:

Aim to use BackHug at least **3-4 times a week** to get the maximum benefit

Stay in touch with us about how you're using the machine and if you need any support or advice ([see page 7](#))

Have **friends and family** try your BackHug so they can enjoy the benefits





Good health starts from the centre of the back

The centre of the back is a passageway between the brain and the rest of the body. It contains the nervous system, which controls physical movement and relays sensory information.

Tightness or tenderness in the back can greatly compromise this transmission, leading to a range of physical symptoms or delayed recovery from injury.



NECK

Neck pain, headache, brain fog, facial numbness, pins and needles, numbness in hands

UPPER BACK

Difficulty with deep breathing, frozen shoulders, shoulder blade pain

LOWER BACK

Sciatica, tight hamstrings or calves, pins and needles, numbness in legs, injury prone knees and ankles



Our BACK Story

The company behind BackHug is Pacla Medical Limited, founded by Chongsu Lee. Chongsu worked as an engineer for Hyundai in Seoul before **retraining as a physiotherapist** in Edinburgh. He went on to develop a **manual technique** to help people with chronic back pain and MS (Multiple Sclerosis).

BackHug was born when he used his **engineering skills** to replicate his manual technique with robotic fingers.

Pacla Medical is an Edinburgh based start-up and is proud to design and manufacture BackHug in the UK.



Why it's great to have a BackHug ...

Our recent [survey](#) revealed:



BackHug **halved**
aches and pains on
average



BackHug **improved**
back comfort for
90% of respondents



BackHug has been
rated 'Excellent' on

★ Trustpilot ★★★★★



*"I can use to ease the tension and pain
I experience in my neck and shoulders"*
- **Maggie Anne**, Glasgow



"I feel relieved and as if I've come out of some meditation"
- **Santos**, Goa



"The best machine that I've ever been on"
- **Kelsey**, California



Your BackHug Toolkit

We want to make sure BackHug brings you the maximum benefit. Why not **check these off** as you go...

How to Prepare

- ❑ Consider the location of your device. Somewhere warm, quiet and near a plug socket. Anything you can add to enhance the experience, from relaxing scents, spare headphones or blankets perhaps.
- ❑ [Download the BackHug App](#) to get familiarised with features.



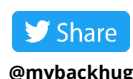
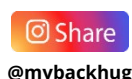
- ❑ Ensure you're within range of your Wifi connection. This is required to connect the smart BackHug to the internet so that all the technical elements can run smoothly.

Reminders

- ❑ Find a regular time or day to have your session so you can build this into your routine.
- ❑ Set a reminder for your sessions on your phone or calendar.
- ❑ Once you have your regular time or day, keep it going so you can build BackHug into one of your daily habits.

Share

- ❑ If you are seeing the benefits, why not **share your experience** with us on social media, or with others - so we can help get BackHug into more homes. Send us an email to hello@paclamedical.com, or tag us on:



- ❑ Free a friend and free yourself ... Refer us to a friend who might like a **BackHug** in their home too and, when they sign up for 12 months or more, you'll both get a free month each on your subscriptions. You both receive the benefits!

BackHug Manual & Troubleshooting

The BackHug User Manual & Installation Guide for setting up and using BackHug is available [here](#). It shows you just how easy it is!

Of course, there are always times you might need some extra help.

Here are some quick **FAQs** for BackHug users if you need them:

<https://knowledge.mybackhug.com/>

If you don't find what you're looking for, please contact our friendly team for more support: Email: support@paclamedical.com

Or submit a support ticket via your BackHug App



Enjoy your BackHug!

#GotYourBack

