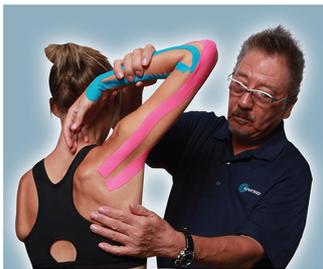


FOR IMMEDIATE RELEASE

Founder of Revolutionary Kinesio® Tape Dr Kenzo Kase Delivers Inaugural Symposium in Singapore

The Kinesio Taping Chief Symposium® will see the veteran clinician address the health and fitness community to better their skillset and treatment methodologies prescribed to their clients



Singapore, 27 April 2015 – The inaugural Kinesio Taping® Chief Symposium, to be hosted by Aileron Wellness on 2 May 2015, will see renowned originator of the Kinesio® Tape and Kinesio Taping® method, Dr Kenzo Kase, impart new scientific information about this rehabilitation tool widely used by world-class athletes.

“Dr Kase is a highly-regarded personality in his field and, as a strong proponent of health and fitness education, Aileron Wellness is proud to host him in Singapore for the first-ever Kinesio Taping® Chief Symposium. We want to make learning from experts accessible to the local and Southeast Asian community and improve the wellness and fitness industry in the region, which is about five years behind that of progressive countries like the USA and Australia, and hence has a big room for growth,” said Managing Director of Aileron Wellness, Keith Tan.

The Symposium will include a presentation and demonstration on a range of

topics, including the following:

1. The basis of how Kinesio® Tape works
2. Applications and handling methods of the tape
3. Fundamentals of Kinesio Taping® in common body areas
4. Utilisation of the Kinesio® Tape for different purposes, including taping muscle fibre and repositioning joints
5. Evaluation methods for the result of taping

Participants will also have the opportunities to interact and ask questions for greater insights from the self-proclaimed "crazy like a fox" Japanese.

The elastic therapeutic tape is used for treating sports injuries, correcting muscle function, improving blood circulation, myofascial (soft tissue) pain-relief and repositioning dislocated joints, among others. Developed more than 30 years ago, it has since won over well-known athletes like David Beckham and Serena Williams as well as the man-on-the-street as a form of recovery tool.

One reason the Kinesio® Tape is easily accepted by people is its non-invasive and natural approach and has proven to be effective for alleviating pain. With systematic taping, the lifted skin, which the tape is applied on, is influenced to work with the circulatory and muscular systems as well as the connective tissues. With pressure on the injured area reduced, blood circulation improves and hence relieves the pain. To date, it is commonly used by physical therapists, occupational therapists, athletic trainers, chiropractors, physicians, manual therapists, nurses, and physiotherapists.

The Kinesio Taping® Chief Symposium will be held on 2 May, 9am to 1pm at Aileron Wellness and is priced at \$290. Participants will receive a certificate

of attendance. Interested parties can contact enquiries@aileron.com.sg to enquire or sign up.

About Aileron Wellness

Aileron Wellness is Singapore's first knowledge-driven boutique gym with a state-of-the-art training facility and certified trainers to help individuals break new grounds. It is Singapore's prime ground for health and fitness education, and a sanctuary for self-discovery and empowerment. Aileron Wellness stays at the forefront of the health and fitness sphere with unconventional methods and concepts of training developed with leading educators from around the world, ensuring effective and long-lasting results. Guided by the belief that wellness goes beyond skin-deep, Aileron Wellness brings to its clients an all-encompassing suite of knowledge to balance the body, mind and soul. The result is an elevated sense of well-being. For more information, visit www.aileron.com.sg.

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