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Neurologist and NASA designer create drug-free headache remedy

Headache Reliever™ treatment band launches, to help tens of millions

SAN FRANCISCO (April 29, 2009)—The nation's 50 million+ chronic tension and migraine headache sufferers now have a drug-free alternative for tackling their recurring pain: The Headache Reliever™ treatment band has launched into national retailers including Target.com, Hammacher Schlemmer and Amazon.com.

True to its name, The Headache Reliever is **clinically proven to reduce headache pain without drugs and their side-effects**. It does this via:

- A pressure band that gently compresses blood vessels
- Reusable gel packs that can be microwaved to deliver relaxing heat or frozen to deliver soothing coolness and constrict blood vessels

The Headache Reliever is the result of collaboration between Dr. Stephen Landy, a board-certified neurologist and clinical professor at The University of Tennessee School of Medicine, and Brand Griffin, a NASA spacecraft designer. (*Please, no rocket scientist jokes*).

Landy developed the idea after observing severe headache patients supplementing their prescribed painkillers with homemade wraps and hot and cold compresses. He found scientific evidence supporting their actions, then sought to bring the best “non-pharmacological” remedies into one simple consumer product. He enlisted Griffin to design it for optimal effectiveness and ease-of-use. They secured multiple patents for it.

More than 50 million people in the U.S. suffer from chronic tension and migraine headaches. And more than 90% of the total population experiences headaches.

But the inventors started small, first testing with a few of Landy's headache clinic patients. His subsequent clinical studies, finding **significant improvement in 87% of the patients** with severe pain, were published in the peer-reviewed [Archives of Family Medicine](#) and *Headache Quarterly* (now *Headache and Pain: Diagnostic Challenges, Current Therapy*).

The product even helps as a **stand-alone therapy for persons avoiding pharmaceuticals**—like women pregnant or breastfeeding, and those with drug allergies.

“My clinical studies indicate The Headache Reliever provides safe, effective, non-pharmacological therapy and relief in a cost-effective way,” said Landy.

Landy and Griffin worked with AbsolutelyNew, Inc., the consumer goods company that partners with inventors to launch innovative products, to commercialize their creation.

“We believe The Headache Reliever has huge potential given the population in need, the trend to alternative therapies, and the highly compelling results of Dr. Landy’s clinical studies,” said Richard Donat, AbsolutelyNew’s CEO.

Additional resources

- Downloadable, print-quality images: www.photobucket.com/absolutelynew
- Peer-reviewed medical journal article: [Archives of Family Medicine](#)
- Inventor interviews available upon request

About AbsolutelyNew, Inc.

AbsolutelyNew is the consumer goods company that partners with inventors (plus manufacturers and retailers) to launch breakthrough products. It also helps innovators launch new devices and technologies into businesses. Products in AbsolutelyNew’s portfolio span a range of categories, and can be purchased in stores and catalogs, online and on TV. Headquartered in San Francisco, AbsolutelyNew is privately held with venture capital backing from Artiman Ventures. For more information, visit www.AbsolutelyNew.com.

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