

NEWS RELEASE

Hyperice Expands Contrast Therapy Lineup with Hyperice X Shoulder

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Hyperice X Shoulder Delivers Elite-Grade Recovery System with Temperatures Ranging from 45°F to 113°F Without Wires or Liquid

IRVINE, Calif.--(BUSINESS WIRE)-- Hyperice, a global high-performance wellness brand, today announced the latest innovation to its contrast therapy product lineup, the **Hyperice X Shoulder**. Building on the success as the first company to deliver mobile, wire, and liquid-free contrast therapy, this advanced technology brings hot and cold therapy on demand and is adaptable to either shoulder. By way of contrast therapy, a scientifically proven method designed to reduce pain and swelling and improve range of motion, the Hyperice X Shoulder combines science, technology, and innovation to treat a plethora of common shoulder issues while also enhancing users' regular warmups and cool-downs. In 2022 alone, shoulder injuries accounted for **more than 30% of all sports-related injuries**, and the Hyperice X Shoulder helps users regain shoulder mobility, provides pain relief, and restores quality of life.

MLB All-Star Fernando Tatís Jr. with the new Hyperice X Shoulder (Photo: Business Wire)

"The mission of Hyperice is to

help everyone on Earth move

better, and with our Hyperice X technology now extended to the shoulder, we're delivering more solutions to those who need it most," said Jim Huether, CEO of Hyperice. "The Hyperice X is one of our most advanced innovations, and with this launch, users can now experience the benefits of hot, cold, and contrast therapy fully electronically. There really has never been anything like it."

Hyperice X Shoulder: Hot. Cold. Incredible.

With a temperature range spanning from 45°F to 113°F and a profile of just 2 lbs, the Hyperice X Shoulder delivers a wire-free, liquid-free, mobile-friendly experience. Crafted with custom-designed straps for a comfortable chest and bicep fit, the Hyperice X is fully controllable via Bluetooth through the Hyperice app. It maintains a consistent temperature for as long as required, enabling users to enhance their recovery at their own pace.

Each year, between two and four million Americans experience **rotator cuff injuries**, which occur when the muscles and tendons surrounding the shoulder joint are impacted by damage or tears. This kind of shoulder injury can lead to chronic pain if not treated appropriately.

In a **2022 study**, researchers examined the efficacy of Hyperice X in reducing knee joint pain, swelling, and stiffness in active patients and young injured athletes. They found that a single treatment with the Hyperice X device improved pain levels, knee circumference, knee flexion, and knee extension. This study showcased the potential of the Hyperice X device for enhancing outcomes in athletes after just one treatment session, and it was well-received by patients due to its user-friendliness.

Some of the key benefits of the Hyperice X Shoulder, which are detailed in the **Behind the Science** series, include:

- Temporarily alleviates pain and soreness
- Decreases inflammation
- Applicable to both left and right shoulder
- Supports injury treatment for a variety of sprains and strains
- Relaxes and soothes stiff joints
- Loosens muscle knots
- Supports warm-up and recovery

"The Hyperice X Shoulder has been an essential component of my preparation and recovery process as I work towards my top form," said Fernando Tatís Jr., Hyperice Athlete-Investor and San Diego Padres Right Fielder. "It maintains a consistent temperature throughout, transforming my pre and post-game warm-ups and cool-downs. The convenience of being able to use it in the dugout is key, as it delivers relief in a matter of seconds."

The Hyperice X Shoulder, which retails for \$399, is now available for purchase in the U.S. at hyperice.com and at **Best Buy**.

For more information about Hyperice and its full range of warm-up and recovery technology, please visit the **website** or follow **@hyperice** on social media channels.

About Hyperice

Hyperice is a technology-driven company with a giant mission, to help everyone on Earth move and live better. For more than a decade, Hyperice has led a global movement at the confluence of recovery and wellness, specializing in percussion (Hypervolt line), dynamic air compression (Normatec line), vibration (Vyper and Hypersphere lines), thermal technology (Venom line), and contrast therapy (Hyperice X). Now, as a holistic high-performance wellness brand, Hyperice is designed for all - from the most elite athletes, leagues, and teams to consumers everywhere looking to unlock the best version of themselves to help them do what they love, more. Recognized as one of Fast Company's Most Innovative Companies, Hyperice has applied its technology and know-how to industries including fitness, hospitality, healthcare, massage, physical therapy, sports performance, and workplace wellness on a global scale. For more information, visit hyperice.com.

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