

FOR IMMEDIATE RELEASE

APPI launches clinically designed reflexology Pilates sock!

£4.99/pair inc VAT



London, United Kingdom, March 2010- The Australian Physiotherapy & Pilates Institute has just launched a clinically designed Pilates sock with capturing grip points and unique reflexology points. Reflexology is a means of alternative medicine that works by applying pressure to different parts of the feet to encourage a beneficial effect on other parts of the body or to improve general health.

These state of the art APPI Pilates Socks designed with Reflexology points at the bottom of the foot are ideal for use in Pilates, Yoga, in the home, or in healthcare facilities. The unique reflexology points on the sock identify areas such as:

- Eyes
- Lungs
- Thyroid
- Heart
- Stomach
- Kidney
- Spine
- Small intestine
- Bladder
- Ear
- Shoulder
- Adrenal glands
- Spleen
- Back & Waist
- Genial glands
- Sciatica

Not only do the socks promote healthier living, but they also promote better hygiene and safety in the exercise environment. Along with the reflexology points, at the bottom of the sock are grip points to ensure a safe and non-slippery work out.

The socks are priced at £4.99 inc. VAT a pair and are available at wholesale prices. They can be purchased online through the APPI and in any of our Pilates Art Physiotherapy studios in London. Studios are located in Kilburn, Hampstead, and Wimbledon. **Don't miss out, order your socks now!**

About APPI: The **Australian Physiotherapy & Pilates Institute**® (APPI) is now firmly established as a world leader in Pilates training. Courses now run throughout the United Kingdom, Ireland, Spain, Portugal, Malta, Germany, Brazil & Australia. Physiotherapists Elisa and Glenn Withers established the APPI in 1999 in response to the demand for rehabilitation based Pilates teacher training. Its international team of expert and experienced Physiotherapists and Rehabilitation Therapists oversee the development, quality and teaching of all **APPI** courses. This ensures that the latest research is consistently brought into all **APPI** courses. Continuing education opportunities within the APPI are numerous and varied to provide ongoing exploration and knowledge about Modified Pilates and its application.