

A woman with long dark hair, wearing a white floral-patterned top and white shorts, is sitting on a bed. She is leaning back against a large, light-colored lumbar cushion. Her right hand is resting on her head, and her left hand is resting on her knee. The background shows a bedroom with a white bookshelf and a red armchair.

SOQI

FIR Lumbar Cushion

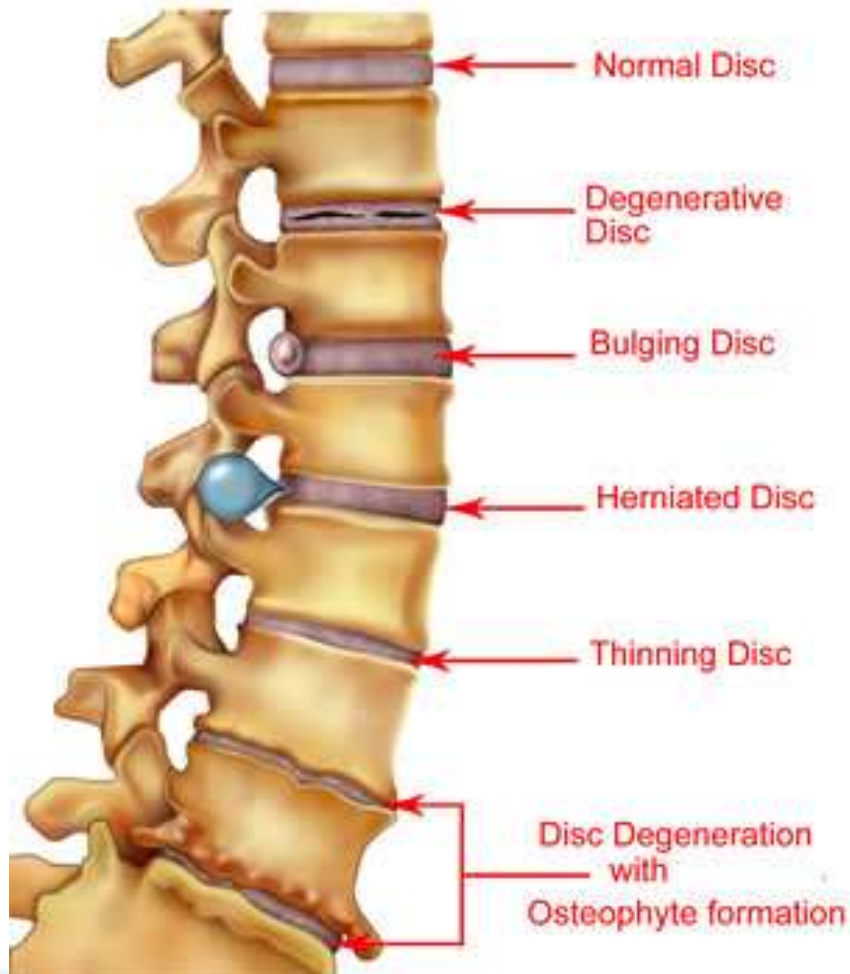
*Orthopedic Spinal Support Pillow
with Massage and Far Infrared*

What is Back Pain?

Back pain can range from a dull, constant ache to a sudden, sharp pain that makes it hard to move. It can start quickly if you fall or lift something too heavy, or it can worsen slowly.



SPINE CONDITIONS



Spinal Conditions that Cause Neck and Back Pain

- 1) *Arthritis of the Spine*
- 2) *Bone Spurs*
- 3) *Bulging Disc*
- 4) *Degenerative Disc Disease*
- 5) *Facet Disease*
- 6) *Stenosis*
- 7) *Herniated Disc*
- 8) *Pinched Nerve*
- 9) *Sciatica*
- 10) *Spinal Stenosis*



Who Gets Back Pain?



Anyone can have back pain, but some things that increase your risk are...

- AGE
- POOR PHYSICAL FITNESS
- OBESITY
- HEREDITY
- DISEASES
- YOUR JOB
- SMOKING
- RACE

Luckily SOQI has yet again launched a new product that will help prevent and improve spinal conditions in men and women.



Introducing the FIR Lumbar Cushion!



The FIR Lumbar Cushion is an ergonomically designed lumbar support pillow made with high resilient polyurethane material and provides far infrared technology, vibrating massage and penetrating heat. The pillow conforms to the lower back to align posture, help prevent and relieve back pain and repair kidney function.

This unique FIR Lumbar Support Cushion is like no other on the market!

HTE Americas

Features...

Far Infrared Rays (FIR)

The FIR Lumbar Cushion utilizes far infrared technology to expand capillaries which assist in increased blood flow and circulation.



Features...

Heating Conductor

The FIR Lumbar Cushion features a heating conductor that offers soothing relief to sore muscles and joints and can reach a temperature of up to 113°F.



More Features...

Vibrating Massage

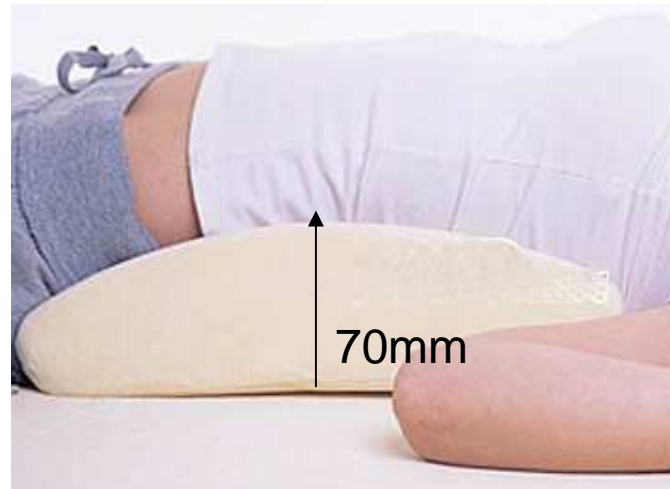
The FIR Lumbar Cushion consists of two individual motors to help relieve lower back pain, improve circulation and proper function to the kidneys.



More Features...

Ergonomic Design

The FIR Lumbar Cushion was specifically engineered to adequately support the muscles and skeletal structure of the lower back and supports good posture in individuals.



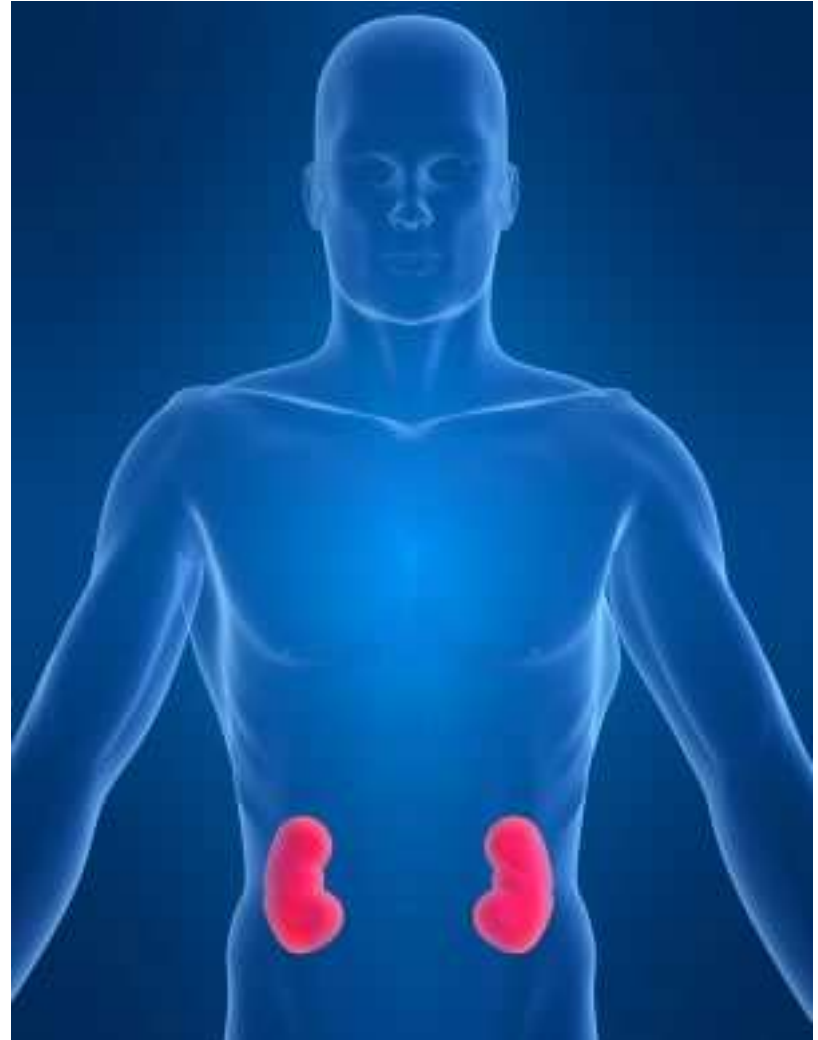


A Combination of Excellence.

The FIR Lumbar Cushion is equipped with Far Infrared strips on each side of the pillow.



Lumbar support with heated massage and far infrared work together to provide pain relief, correct posture and optimize kidney functioning.



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The FIR Lumbar Cushion is Suitable for...

Elderly

Relieves muscle pain caused by poor blood circulation and inactivity.



Students and Teenagers

Designed to promote good posture during adolescence.



Drivers

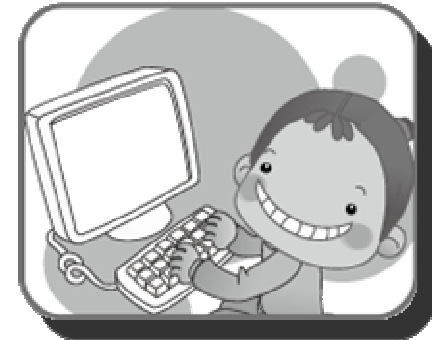
Excellent source of relief while driving.
Ideal for long commutes.



The FIR Lumbar Cushion is Also Suitable for...

Office Workers

Ideal for those who spend long hours behind a desk.



Women

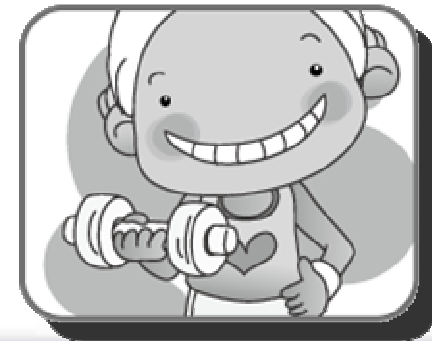
Relieves pain and discomfort associated with menstrual cramps.

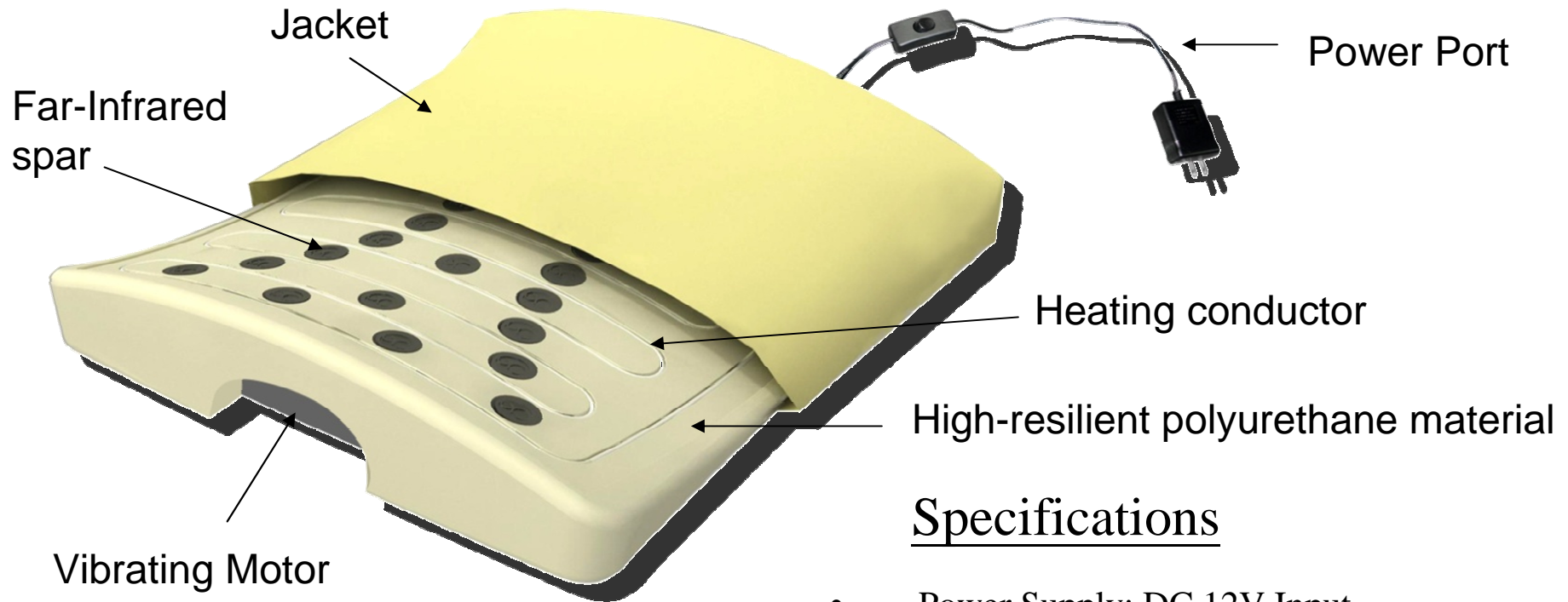
Ideal for post pregnant mothers. Provides soothing relief to pelvic region.



Athletes and Laborers

Helps relieve soreness and lower back pain after physical training or hard labor.





Specifications

- Power Supply: DC 12V Input
- Power: <20W
- Parameter: Revolution 4000rpm
- Temperature 108-113°F
- Dimensions: 13" x 14" x 3" (L x W x H inches)
- Accessories: Auto DC Car Adaptor / Charger

Side by Side Comparison

FIR Lumbar Support Cushion Cushion



- Designed for Lumbar Support Support
- Aligns Spine
- Far Infrared
- Penetrating Heat
- Vibrating Massage

Leading Competitor



Designed for Lumbar

- Aligns Spine
- Not Equipped
- Not Equipped
- Not Equipped



NOTES

- Do not fold or crease with use.
- Do not switch on power and use product when wet.
- Children should be under direct supervision.
- Do not use product if you are pregnant, wounded, have skin inflammation, skin diseases and/or cardiovascular diseases.
- Do not expose product to direct sunlight or high temperatures (no drying or ironing).
- Do not puncture product – keep away from sharp objects.
- Store product in a cool dry place.
- Do not place weight on top of unit.
- Note that cushion's jacket is washable, not the actual cushion.
- This product is not intended for those with physical/perceptual/mental impairments, or lack of knowledge or experience with those.



This unique combination of FIR with deep penetrating heat massage surpasses any lumbar cushion on the market today.

The FIR Lumbar Cushion
by SOQI.



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