**PRESS RELEASE**

**“A good sitting posture for better work performance without discomfort and fatigue”**

**Back pain in the home office?**

**Everyone recognizes it. Prolonged sitting in an incorrect posture can cause physical discomfort. That is why getting up from your chair regularly during work at your desk is an absolute must.**

As a solution to the growing problems caused sitting, Backjoy has developed innovative products that correct the sitting posture in a natural way. Due to Covid19, more and more people are forced to do office work at home. In the past few weeks you have read in the media that working from home causes many ergonomic issues.

Chiropractors and Physiotherapists have sounded the alarm: working from home with a wrong posture causes discomfort.

BackJoy develops and distributes innovative products that improve posture. By sitting on a Backjoy, your spine takes on the natural S-curve and therefore reduces the pressure on the spine. Because of this, backpain can be reduced or eliminated. The Backjoy also creates an active seat due to the tilting effect, so that your Core muscles keep moving. Backjoy is light, easy to clean and you can easily take it with you. Backjoy fits every chair. Backjoy has never been so topical!

**About BackJoy®:**

BackJoy is on a mission to change the way the world sits. The company designs, develops and distributes innovative products that improve posture and revolutionize Personal Wellness. Millions of people have now embraced the benefits of an improved posture from sitting on a Backjoy in more than 40 countries around the world.

**Backjoy® improves your posture so you can get more from life!**