

# Is working from home and sitting all day becoming a real pain?

**The Hesed Chair and Hesed Stool are the only seats designed to ease back pain while actively improving your health & wellbeing**

**Priced at £595 available now from: [www.hesed.design](http://www.hesed.design)**

**London, 10<sup>th</sup> March 2021** - It has taken a while for the proof to sink in, but it's now generally accepted that sitting for long periods of time is not a good idea and there's a growing body of scientific research to prove that prolonged sitting not only causes back pain but can actually cause other serious health issues.

Which is a problem for the many people now working from home and sitting all day in whatever chair they have to hand - and also a problem for the people who find standing desks are not a realistic solution.

Our posture is naturally in its 'correct' position and is self-supporting when we stand which is why Hesed Design has created *The Hesed Chair* and *The Hesed Stool* as the only solution to uniquely recreate a person's natural standing posture when they are sitting - while also automatically adjusting to the different shape and size of each person and using 'active' technology to allow continuous 'micro' exercise.

What may seem a relatively simple solution has proven to be technically very complex to execute and has required nearly 20 years of research and development by Hesed Design founder and osteopath Simon Freedman who believes he has a revolutionary solution that will finally make sitting a healthy option.

## **Nature isn't straight & neither are we!**

For far too long, chair design has been governed by what is easy and cheap to mass produce and has been based on matching average body sizes - which creates chairs based on straight lines and right angles and a one-size-fits-all product.

So, in reality the problem isn't really sitting, it's what you're sitting on as most conventional chairs are focused on cushioning which in itself can actually force you out of your natural posture.

Not anymore!

## **The only chair & stool designed to actively improve your life**

The Standing Chair and Standing Stool have technical innovations that help them to adapt to everyone's unique body shape, allowing the user's pelvis to maintain the same position seated as





when they stand, and hence their spine to follow. This position will also encourage each thigh to move independently of the other, again to replicate your standing posture whilst you sit.



A key innovation is the design of the two specially shaped and positioned pads which support you, your sitting bones and thighs while adapting to everyone's size, shape, and movement patterns.

The pads both support a healthy pelvic and spinal posture and encourage the user to make regular small movements (NEAT-Non-Exercise Activity Thermogenesis) and so improve their health. The pads also include a product lifetime lasting antimicrobial coating that is easy to clean and will actively kill micro-organisms in under 24hrs after contact.

## BACK SUPPORT AND MUSCLE TREATMENT

Having practiced as an osteopath for more than 30 years, Hersed Design founder Si Freedman has used his unique experience to design the chair back to not only to support the spine where necessary, but also provide a way for its occupant to relax their back muscles and improve spinal function. Everyone that's used it so far has reported reduction of aches and pains, some miraculously so.

The carefully engineered flexibility of the back and positioning of six 'acu-pressure balls' replicate an osteopathic technique called inhibition and improve blood flow and function according to the sitters needs.

Commenting of the launch of the Hersed Chair, Si Freedman said:

*The current climate has highlighted the importance of our underlying health and that must include people sitting for extended periods in unsuitable chairs while working from home.*

*I have seen this problem time and again throughout my 30-year career as a professional osteopath and it became very clear that my patient's physical problems were being exasperated both by the lack of a suitable chair and the length of time they were seated. But, I just couldn't find a chair to recommend to them – so I decided the only solution was to create one.*

*It's been one hell of a journey but having tested the chair on several patients with chronic low back pain and seeing their improvement I think it will all have been worthwhile".*

And now, after many thousands of hours research and development, the unique Hersed Chair and Hersed Stool are available to buy from: **[www.hesed.design](http://www.hesed.design)**

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A white paper detailing the background to Simon's research is available on request.

