

# SPORT-ELEC®

## The Success Story

**Creation** : 1986

**Business name** : Public limited company

**Address** : BP 35 Route de Rouen 27520 Bourgtheroulde- France

**Activity** : Conception, manufacturing and sale of professional and general public electro-stimulation and body care products.

**Management** : H.Coral, President General Manager  
K.Coral, General Manager  
P.Hebert, Product engineer and Product executive  
P.Burcker, Deputy Manager

**Strength** : 28 employees

### History :

1986

**SPORT-ELEC®** is a new business, specialised in body and face care, manufacturing products sold in beauty salon.

1990

**SPORT-ELEC®** discover the new concept of electro-stimulation and creates a new generation of professional electro-stimulation devices first sold in beauty saloon. Until then the technology of electro-stimulation was used by physiotherapist to reinforce and treat muscles and also as a powerful pain relief.

1994

**SPORT-ELEC®** create a miniaturized electro-stimulation device sold to the general public. This is the first company to have such a success with those new generation of sport device. First advertising start on French television and **SPORT-ELEC®** becomes a brand reference.

**SPORT-ELEC®** expanding the sale in specialised sport shops and household market in addition to mail order selling and supermarket.

1996

**SPORT-ELEC®** conquers Sport and Medical markets with new devices, professional and affordable prices.

**SPORT-ELEC®** become leader on European electro-stimulation market.

1997

Introduction of **SPORT-ELEC**<sup>®</sup> on the Paris stock exchange.

1999

Launch of the line **SPORT-ELEC Electro-Institut**<sup>®</sup>, small household electrical appliance specialized in beauty care for body and face sold in hypermarket, superstore and megastore around Europe.

2000

**SPORT-ELEC**<sup>®</sup> engineers create new programs specified on every different muscular work out and care. This technological advance gave birth to new devices. The concept **Evolution** was born.

As the same time **SPORT-ELEC**<sup>®</sup> try to become a reference in the therapeutic scope by creating a special range for professionals physiotherapist and high level sportsman: **Sport Pro**, **Complexe Multisport**, and **New Generation** are conceived to support sport training by bracing or relaxing muscle in addition to relief some muscle pain.

2003

**SPORT-ELEC**<sup>®</sup> introduces a new concept: the **CT4** works out abs and buttocks with the same belt used with moistening electrodes, very resistant and long life. The same year, the **Body Beautiful** become an electro-stimulation device best seller. It mix the use of the belt plus sticky electrodes.

2005

**SPORT-ELEC**<sup>®</sup> break a new ground with the creation of real electro-stimulation clothes. Thanks to new generation of included electrodes usable with moisturizer massage cream that make the electric conduction easier.

The **DUO CT5** is the first electro-stimulation short and the **COMBI** mix a waistcoat + belt + short + armband and thigh pieces, the concept of global muscle work out is born.

2007

**SPORT-ELEC**<sup>®</sup> becomes **SPORT-ELEC**<sup>®</sup> **INSTITUT** and work with international designers to modernized all the product range.

2008

**SPORT-ELEC**<sup>®</sup> starts in the American and Russian market with the new range.

Clinical tests are made to improve the efficiency of the new Belt and short **BODY CONTROL** system. Without two weeks people got fantastic results. Increase of skin tonicity, increase of muscle endurance and strength.

#### Customer Base:

- Supermarket for food: *Auchan, Casino, Cora, Leclerc, Carrefour, Systeme U*
- Supermarket for household: *Darty, BHV, Boulanger, Hyper Media*
- Specialised sport shop: *Go Sport, Décathlon, Super Sport, Inter Sport, Sport 2000*
- Mail Order Selling societies: *La Redoute, Camif, Quelle, les 3 Suisses*

# + Sponsoring

## YATCHING :

1997 : Olivier de Kersauson wins the *Trophée Jules Verne* with the trimaran called **SPORT-ELEC**<sup>®</sup>.

He sailed round the world in 71 Days-14 Hours and 18 Minutes, beating the world record.

2002 : The navigator Mike Birch attacks the race *La Route du Rhum* with his ship **SPORT-ELEC**<sup>®</sup>

## FOOTBALL :

1999/2000: Sponsorship with the football team, *l'AJ Auxerre*.

2000/2001 : Sponsorship with the *RC Strasbourg* first league, winner of the French cup

2002/2003: Sponsorship with the *Havre Athletic Club Football* first league

## CYCLING :

2001/2004: Sponsorship **SPORT-ELEC**<sup>®</sup> with the team *Crédit Agricole*., The team of Jens Voigt, winner of stage in the *Tour de France* .

2002/2003 : Partnership **SPORT-ELEC**<sup>®</sup> with the team *la Française des Jeux*, with Baden Cooke and Bradley Mc Gee, winners of stage at the *Tour de France*.

Partnership **SPORT-ELEC**<sup>®</sup> with the team *AG2R Prévoyance* and *Kelme*, the team of Ignacio Gutierrez.

2003/2004 : *Quickstep Davitamon*, Richard Virenque's team is provides with **SPORT-ELEC**<sup>®</sup> equipment.

## TENNIS :

2005 : Sponsorship **SPORT-ELEC**<sup>®</sup> with Gaston Gaudio, winner of *Roland Garros* in 2004 and classified fifth player in the world.

## BASKET BALL :

2005/2006 : Partnership **SPORT-ELEC**<sup>®</sup> with the *SPO Rouen Basket-Ball* PRO A.

## RUGBY

2002/2003: Partnership **SPORT-ELEC**<sup>®</sup> with the winner of the French cup, the *Stade Français*,

2004: Sponsorship with the club *Aviron Bayonnais*

2004/2005 : Partnership with the *RCT Toulon*

2006/2008 : Partenership with Bernard Laporte, actual sport minister and ex-coach of the national team *XV de France*.

# + What's electro-stimulation ?

## ◆ Principle

Electro-stimulation stimulate your peripheral nervous fibers muscles thanks to short electric impulses transmit by electrodes lie on your skin.

Electric impulses are produced by external generator and stimulate different type of nervous fibres :

- The motor nerve create the mechanical muscle contraction
- Some type of sensitive nervous fibers to get analgesic effect (pain relief, massage)

Instead of being activated by the brain, the muscle contraction is started by external stimulus created by external generator.

Normally, the brain order movement to muscles by sending electric information through nervous fibers to the motor nerve. Electro-stimulation produces electric information as well but it doesn't need brain order. Electro-stimulation appliance just need artificial power produce by external generator. Safety and comfort, electric impulsions are "optimal" as it scientifically called.

This artificial courant is express in hertz and in mA. One hertz equal on muscle contraction per second, the more mA there will be, the more powerful the muscle contraction will be.

## ◆ Actions

### *Body Sculpt*

Regular sportive activity and suitable diet are the main rules to keep fit and to loose weight but practising electro-stimulation help to get quick and long-lasting results. Fighting against muscle slackening, toning and bracing the silhouette, keeping the skin stretch and prevent cellulite tissues formation, electro-stimulation makes the body in good shape.

### *Sport training*

For ages, electro-stimulation have been used by professional athletes and physiotherapists to optimise training. Before and after an intensive effort, electro-therapy is helpful to prepare or relax muscles. In addition to a normal physical activity, electro-therapy gives you real visible results on your general set of muscles.

### *Pain Relief*

Short electrical impulsions excite nervous fibers and cut the pain signal sent to the brain. Thanks to this physiological effect, electro-therapy is used as a powerful pain relief in medicine and physiology to cure muscle pain and to do re-education.

Each and different pathology can be treated because of this precise analgesic reaction. (back pain, mass muscle loss, bone or joint trauma)\*

- Some pathology or post-operative re-education need specific precautions. Ask for your doctor or physiotherapist advise before using any of the "pain relief" program.

# + Advantages and Specificities

## ◆ Product innovation:

- **SPORT-ELEC<sup>®</sup> INSTITUT** programs are made with different phases including many frequency variations in order to work more precisely one or another muscle or muscle zone depend of every one morphology and needs.
- Only **SPORT-ELEC<sup>®</sup> INSTITUT** utilizes special conductive massage moisturizer cream for more comfort and effectiveness

## ◆ Security and Solidity:

- The **Sport** range are made with special shock-proof case
- Hard-wearing plastic sheathed wire
- Hard-wearing electrodes
- Rechargeable batteries for professional and **Sport** range

## ◆ **SPORT-ELEC<sup>®</sup> INSTITUT** prices

- Electrodes are the cheapest on the electro-stimulation market
- Better quality and cheaper price even for professional device

## ◆ **SPORT-ELEC<sup>®</sup> INSTITUT** accessories:

- Compatibility with others electro-stimulation brands
- Adjustable for any size
- Mixed accessories for men and women
- Conductive Silicone Electrode

# + Why using SPORT-ELEC<sup>®</sup> INSTITUT?

## The Beauty

### ◆ Get Slim

The lack of physical activity increase fat storage because it reduces cells exchange and it makes skin tissues slackened.

**SPORT-ELEC<sup>®</sup> INSTITUT** targets muscle tonicity, toning and bracing your silhouette and relax your body. The **Beauty** range is aimed to get shape body and stiff skin.

#### General public devices:

The range **Beauty**: *Body Beautiful, Body Control Duo minceur, Body Control minceur, Body Control 4, Evolution Body* and the new *Body Control system*

#### Programs :

Strength, Body Building, Silhouette Sculpt, Firm-up Stimulation

#### Professional devices :

Professional electro-stimulator : *Pro Institute*

### ◆ Get Fit

The range **Beauty** and **Sport** are aimed for people who care about shape and energy of an healthy body. Sportsman and sportswoman that wish to increase physical resistance and develop musculature choose **SPORT-ELEC<sup>®</sup> INSTITUT**.

Those specific devices precisely reproduce the muscle work out made during different physical exercises.

#### Devices :

The **Beauty** range: *Body Beautiful, Body Control Duo minceur, Body Control minceur, Body Control 4, Evolution Body* and the new *Body Control system*

The **Sport** range : *Sport PRO, Multisport*

#### Programs :

Fitness, Muscle tonic, Muscle Strength, Muscle upkeep

# The Sport

## ◆ Body building

Increase the maximum strength and improve the capacity of muscle fibers to perform during an effort using the **Sport** range.  
Devices *Multisport* and *Sport PRO*, are dedicated to professional sportsman or amateurs.  
Get a complete muscle work out thanks to variables frequencies programs.

### Devices:

The **Sport** range: *Sport PRO* and *Multisport*

### Programs :

Explosive strength, Endurance, Muscle upkeep, Resistance, Muscle volume reinforcement, muscle volume recovering

## ◆ Preparation/Recovering

**SPORT-ELEC<sup>®</sup> INSTITUT** prepare the body to a muscle effort and cause a muscle warm up.  
After an intense physical effort, specific programs speed up the recovering thanks to an efficient muscle draining that fight lactic acid formation in the muscle.

### Devices :

The **Sport** range : *Sport PRO* and *Multisport*

### Programs :

Muscle warm up, Recovering, Active recovering

### Physiotherapist devices :

Evolution Kiné, Ultrasport, Magnosport, Cryosport

# The Therapy

## ◆ Therapeutic objective

The **Sport** range have programs to release muscle pain and contractures to improve the after effort recovery. You get pain killer action perfectly measured on any body muscle to treat muscle tensions.

**All SPORT-ELEC<sup>®</sup> INSTITUT programs are made to work out healthy muscle. First ask your physiotherapist or doctor before using any device on a painful area.**

To release the "heavy legs" sensation, **SPORT-ELEC<sup>®</sup> INSTITUT** create "massages" programs to reinforce local vascular system in legs and boost the blood circulation.

### Devices :

The **Sport** range + *Body Beautiful* + *Body Control system*

### Programs :

Recovery, Active recovery, Tonic massage, Endorphinic, Myorelaxant, TENS

## ◆ Relaxation objective

After an electro-stimulation session, **SPORT-ELEC<sup>®</sup> INSTITUT** offer you a real relaxing moment for all your body muscles. Thanks to gentles specific currents, « massages » programs slacken muscles.

### Devices :

The **Sport** range : Sport PRO and Multisport

The **Beauty** range: *Body Beautiful, Body Control 4, Body Control Duo Minceur, Body Control Minceur, Evolution Body*

### Programs :

Massage, Myorelaxant, Recovery

# + SPORT-ELEC<sup>®</sup> INSTITUT efficiency

## ◆ Clinical tests presentation

Different clinical tests made on **SPORT-ELEC<sup>®</sup> INSTITUT** emphasized :

- 1- Important physical results of the muscle development and of the skin quality. Those results just confirm what is already perfectly admit in theory in medical field.
- 2- A perfect tolerance to the device on every tested people in private or public hospital.
- 3- Electronically, currents definition and electrodes quality on every devices.

## ◆ Clinical tests results

### **IRMSHN, Bois-Guillaume Hospital**

#### ***Doctor Polin's sport medicine service***

Tested people where a group of six not very sporty, of same sex (male), same size, same weight, same age and similar corporal mass rate. They don't suffer of any pathology. Volunteers realized isometric maximal strength tests, and have been tested on strength during an electrical stimulation. Finally, a new maximal strength test was done using electro-stimulation.

The comparative study about **SPORT-ELEC<sup>®</sup> INSTITUT** devices efficiency and the comparative study of the voluntary strength by comparison with the electro-stimulation strength revealed that the strength get using electro-stimulation represent an average of 25% of the maximal voluntary strength.

### **IEC- CLINICAL EXPERTISE INSTITUTE**

Evaluation of the infiltration effect on the cellulite (adipose tissue)

Slimming effect was recorded on the rate of 5% compared to the testimony area.

Conclusion : Slimming effect statistically significant.

*Volunteers auto-evaluation of the device efficiency:*

*On buttocks :*

- *Muscle tonicity: +38%*
- *Skin firmness: +31%*
- *Skin tonicity: +30%*
- *Muscle volume: +20%*

*On thighs :*

- *Muscle tonicity: +39%*
- *Skin firmness: +52%*
- *Skin tonicity: +46%*
- *Muscle volume: +39%*

*Appreciation of acceptability and efficiency of the device :*

Acceptability : good to very good: **95%**

Efficiency : good to very good: **65%**

*Tests results:*

- Significant diminution of the adipose tissue thickness
- Improvement of the muscle tonicity and volume, of the skin firmness and tonicity, of the silhouette general aspect (thinner)

In conclusion, the allegation « silhouette remodelling » can be justified.

## + Consumers Questions

*“I would like to remodel my silhouette!”*

◆ Can i use **SPORT-ELEC<sup>®</sup> INSTITUT** on every part of my body ?

**SPORT-ELEC<sup>®</sup> INSTITUT** devices are adapted to the muscle work out on every muscle.

To recruit every fibers of the 600 muscles of the human body, the organism have to make intense and long physical effort. With electro-stimulation this work is realised without any effort.

**SPORT-ELEC<sup>®</sup> INSTITUT** is specially made to tone small muscles like biceps or deltoids, and also big ones like buttocks and quadriceps.

*CAUTION: The use of electro-stimulation device is totally forbidden on the heart area, the neck and the face.*

◆ Does it hurts?

Not at all!

**SPORT-ELEC<sup>®</sup> INSTITUT** only use biphasic current, that's mean no risk of burns. The needed intensity to the muscle contraction depends of everyone morphology and only 8% of **SPORT-ELEC<sup>®</sup> INSTITUT** users can afford to get the maximal intensity, 100mA. Those ones are sportsman trained to very intense physical effort.

◆ Do **SPORT-ELEC<sup>®</sup> INSTITUT** devices can act on the cellulite ?

Yes, the electro-stimulation act on inlayed adipose tissues.

Thanks to the use of the **SPORT-ELEC<sup>®</sup> INSTITUT** electro-conductive remodelling massage cream on integrated electrodes, adipose cellulite can be destroyed.

Clinical tests proved that : the regular use of a **SPORT-ELEC<sup>®</sup> INSTITUT** device make the adipose tissue reduce and the silhouette thinner up to -5%.

◆ Can i do electro-stimulation instead of sport ?

No, **SPORT-ELEC<sup>®</sup> INSTITUT** is a great complement with a sport activity but not a substitute.

About the muscle work out, there is no difference between voluntary contraction (command by the brain) and electro-stimulation contraction (command by electro-stimulation generator), but contracting muscles is not enough to keep in good shape. Doing sport not only trained muscles but also the heart and the respiratory system, essential to stay in good health.

## *“I am sportsman/woman”*

### ◆ What is the use of **SPORT-ELEC® INSTITUT** if i am a sportsman/woman?

**SPORT-ELEC® INSTITUT** creates different programs to work out every muscle with specific current adapted to improve the muscle in resistance, explosive strength,, endurance, during the non-sportive period of the training. With **SPORT-ELEC® INSTITUT** programs, optimized your sport sessions.

### ◆ My physiotherapist advices to use the **Sport Pro** to optimized my sport session during my training, why ?

Before or after a training,, muscles need to be relaxed to stay efficient and to keep in good health. Using the specific programs of the **Sport Pro** help to speed up the preparation or the recovery and make muscles be able to get the maximal working capacity being more powerful and avoiding the chance of wounds.

A **Sport Pro** session increase the muscle vascularization and so avoid the formation of the lactic acid, source of aches and cramps.

Electro-stimulation can also be used in complement to a muscle work out training. Electro-stimulation does not tired organism because it does not make the heart or the respiratory system working. Using the **Sport Pro** it's choosing to get the more efficient with the less wounds risk.

## *« I've got muscles wounds »*

### ◆ I've got back pain, can i use **SPORT-ELEC® INSTITUT**?

*Body Beautiful* and *DUO CT5* devices are sold with multifunction belt that can be divided into two pieces to be able to use it everywhere you need it.

Try the *massage* or the *endorphins* program and let gentle current impulses release your back muscle pain.

By exciting the muscles nerves, the belt work out to kill the pain signal up to the brain. Then the use of the belt on your back pain stimulate the endorphins production, those natural analgesic molecules made by the brain in reaction to a pain.

Better ask to your doctor or physiotherapist before using by yourself. He would maybe also could tell you about the well known electro-stimulation pain killer action.

## « *I just gave birth* »

- ◆ I would need to get my abs, buttocks and tights fit back again but i don't have the time to practise sport.

First of all, don't forget to wait a month and a half before using electro-stimulation on your abs again, to be sure muscles are well recovered.

Secondly, Physiotherapists and sport doctors highly recommended to start with electro-stimulation after a long period of inactivity to get your muscle fit back gently and avoiding wound because of a too violent physical effort.

**SPORT-ELEC<sup>®</sup> INSTITUT** can be used to get back muscle tone, specially on abs because it's difficult muscle to work out and to feel working out efficiency.

And because the use of **SPORT-ELEC<sup>®</sup> INSTITUT** is recognized to be efficient on the skin quality and tone, you can also use it to fight against skin slackening and stretch mark.

## « *I've got blood circulation problem in my legs* »

- ◆ Does electro-stimulation can be used to relieve blood circulation in my legs ?

Yes! Electro-stimulation can be used as a detox. Use it on the back of your legs and increase the blood circulation to help eliminate blood waste that cause you "heavy legs feeling".

« *Massage* » and « *endorphins* » programs act as a local vascularization that helps to get back your legs lighter.

## Why choosing **SPORT-ELEC<sup>®</sup> INSTITUT** ?

- ◆ What are the difference between **SPORT-ELEC<sup>®</sup> INSTITUT** and its competitors ?

**SPORT-ELEC<sup>®</sup> INSTITUT** it's French! It has been succeeded for more than twelve years in the country specialized in beauty care.

**SPORT-ELEC<sup>®</sup> INSTITUT** was the first arrived on the European electro-stimulation market and the brand is still number one !

**SPORT-ELEC<sup>®</sup> INSTITUT** devices have the more efficient and high-performance programs.

**SPORT-ELEC<sup>®</sup> INSTITUT** engineers have made on of the most precise and powerful current available on the electro-stimulation world market.

**SPORT-ELEC<sup>®</sup> INSTITUT** devices are still ones of the cheapest but still the best on quality and security.

Almost 20% of the physiotherapists using **SPORT-ELEC<sup>®</sup> INSTITUT** recognized the superiority of our current based on the same high level technology as for professionals or for the general public.