

FROM THE BENCH

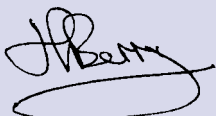
The big news from Beiersdorf AG (Elastoplast Sport's parent company) is the acquisition of the Leuko® sports medicine brand. Synonymous with an extensive, high-quality range of sports medicine products, Beiersdorf Australia Ltd has an even greater ability to supply active Australians, elite or novice, young or old, with every sport injury prevention or management product that may be required.

In this edition of Elastoplast Sports Wrap, we take a look at the background of the Leuko® brand, and chat to Collingwood's Head Trainer, Rohan Bownds. We also outline what are the best strapping techniques and tapes to use on which part of the body, and investigate the new exercise trend many sporting enthusiasts are taking part in, Boot Camp.

A big thank-you to everyone who responded to our utility belt question in the previous newsletter – you will find the results outlined in this edition of the newsletter.

As always, we hope you enjoy reading Elastoplast Sports Wrap.

Yours in sport,



Mike Berry
Elastoplast Sport

→ NEWS

THE LEUKO® STORY

Beiersdorf Australia Ltd pioneered the development of sports medicine products 27 years ago through the introduction of the Leuko® brand. In 2001, a decision was made to transfer the brand to the newly formed entity BSN Medical, with primary responsibility for managing the Leuko® business still lying with Beiersdorf Australia Ltd.

We are pleased to announce Beiersdorf Australia Ltd has re-acquired the Leuko® sports medicine range, which took effect on Tuesday 2 August, 2005.

Beiersdorf Australia Ltd continues its commitment to research and production of the best-quality sports medicine products for all areas of sports and looks forward to working with you on two powerful brands, Leuko® and Elastoplast® Sport.

UTILITY BELTS

In the previous edition of Elastoplast Sports Wrap, we asked what you believed were the most important sports medicine products to always be in a utility belt. An overwhelming number of responses was received and listed below are the Top 10 results.

- Disposable gloves
- Rigid strapping tape (38mm width)
- Scissors
- Gauze dressings
- Rigid strapping tape (25mm width) – for fingers
- Plasters
- Asthma puffer/Ventolin® inhaler
- Elastoplast Sport cold spray
- Vaseline®
- Electrical tape

ELASTOPLAST SPORT PREMIUMS PRIZE

Congratulations to Oak Park Football Club (Essendon District) which was recently awarded the Elastoplast Sport Premiums Prize for the bulk purchase and exclusive use of Elastoplast Sports medicine products for the 2005 season.



ROHAN BOWNDS – Head Trainer, Collingwood Football Club

Established for 113 years, Collingwood is one of the oldest clubs in the AFL and 18 years ago, Rohan Bownds joined the ranks as a medico for the Pies. Now as Head Trainer, we found out what it takes to play an important role in the premier Aussie Rules league.



Picture courtesy of Gettyimages

WHAT ARE THE MOST IMPORTANT ELEMENTS OF SPORTS INJURY PREVENTION PRACTICES AT COLLINGWOOD?

I personally work very closely with David Buttifant, Head of Conditioning, to ensure players are completing appropriate exercises and training for their bodies. As an elite club, we work with a team of doctors, physios and other health professionals to ensure the boys can achieve optimum performance.

It's compulsory for all players to have their ankles strapped as a preventative measure and I work with each individual to find the best technique for him so it won't hinder or distract from his performance.

WHAT ARE THE MOST COMMON INJURIES THAT YOU SEE IN AFL AND WHAT BASIC STEPS ARE FOLLOWED WHEN AN INJURY OCCURS?

The main injuries I find are soft tissue injuries to hamstrings or the straining of knee joints/ligaments – and I am often presented with a run of the same injury!

The first step is to have the injury accurately diagnosed by doctors and/or physios and then the team of medical professionals work together to achieve effective rehabilitation for the athlete. The actual process depends highly on the injury that the athlete has sustained, however, the general rule of thumb is to apply ice for the first 24 – 48 hours and to undergo a series of scans to determine the seriousness of the injury.

WHAT SPORTS MEDICINE PRODUCTS DO YOU USE AND CARRY AS STANDARD IN YOUR UTILITY BELT WHEN YOU TREAT A PLAYER ON THE FIELD?

I carry an absolute bare minimum of products, mainly items for minor injuries or wound management.

I always have a few standard items on-hand including: 38mm, 50mm and 75mm Elastoplast Sport rigid strapping tape, Fixomul and general wound care. On the sideline, I have most products available whenever they are required.

WHAT DO YOU PREFER ABOUT THE ELASTOPLAST SPORT PRODUCT RANGE?

The Elastoplast Sport range has the best products available – I believe they are the best in their field. We have tried a number of various ranges, however, I keep coming back to Elastoplast Sport, as I trust the products.

In addition, the sales representatives are always contactable whether there may be a problem, or when I am investigating new products on the market.

IS THERE ANY SPECIFIC REHABILITATION TECHNIQUES USED TO ENSURE PLAYERS RECOVER AS QUICK AS POSSIBLE?

All of the members of the medical team are always looking for new or improved techniques that can be used to minimise the risk of injury, including team recovery straight after a game.

Another major factor to consider is the effect of travel. This can be a major injury concern when you have to fly four hours and a player presents with a bad back; you need to take all aspects into account and ensure the athlete's requirements are met.

WHAT ADVICE WOULD YOU GIVE TO TRAINERS?

The best thing for trainers to do is be open to learning new or improved techniques and trying different things to find the most suitable option – don't be content simply with what you already know – and listen to advice from other sports medicine professionals and trainers.

Junior clubs offer a great opportunity to become more involved with participants as the role is so varied, rather than focusing on a specific avenue. This allows you to be very 'hands on' and learn a number of different roles. The other essential part of being a sports trainer is to ensure your knowledge is up to scratch and you should always try to keep up with any new developments.

LETS GET STRAPPING

There is a wide variety of sports medicine products available to trainers, elite sportspeople and the general public alike. Just as there are many different types of injuries that can occur, there is also a difference in the most appropriate products to use for the prevention and management of injuries. Below is an outline of some of the Elastoplast Sport products to use.

USE OR TYPE OF INJURY	APPROPRIATE SPORTS TAPE
Preventative ankle taping or strapping for larger joints	Rigid Strapping Tape 38mm or 50mm
Treatment such as injured ankle, elbow, fingers	Rigid Strapping Tape 25mm or 12.5mm
Treatment such as injured shoulder, knee, foot	Rigid Strapping Tape 50mm
For strong compression when returning from injury, eg, sprained knee. To be used over rigid tape.	Elastic Adhesive Bandage 75mm
For initial compression, eg, acute ankle sprain	Elastic Adhesive Bandage 50mm
Sprains and strains, bruising and swelling for most sport injuries	Hot/Cold Pack
Relieves pain associated with contusions, sprains and strains. Best for minor sport - related injuries, eg, hand and finger injuries	Cold Spray

If you would like to receive a copy of the 'How to use Sports Tapes' booklet, which provides information on how to prevent sports injuries, taping instructions, and guidelines for the management of injuries, please email elastowrap@mcgregors.com.au



NEW TRENDS

BOOT CAMP

Boot Camp is a relatively new 'form' of exercise that provides the additional motivation and encouragement that so many people crave when trying to implement a training schedule. Designed specifically for a group of approximately 15 – 30 people, Boot Camp is a fast-paced military-style exercise programme.

Developed by ex-military instructors and based on workouts from elite defence workouts, this month-long programme is designed to burn fat and create lean muscle mass. Rain, hail or shine, these classes include activities such as hill sprints, leopard crawls, core conditioning, extensive running and many, many stairs!

Each participant is put through a Basic Fitness Assessment (BFA) on the first day and allocated to a group depending on his/her level of fitness. With a major push for cardio-vascular fitness, Boot Camp revolves largely around running, whether it is through bushland, on roads or numerous flights of stairs.

The high level of activity undertaken, and the physical demands placed on the body through this high-impact exercise, means that participants need to support themselves against new or current injuries. Shin splints, ankle and knee problems and lower back pain are often a result of participants being unaccustomed to this regimen. Similarly, recruits with mild issues may find symptoms are exacerbated.

All trainers and physiotherapists should be aware of the potential problems that patients may face should they embark on the 12-session course. The simple answer is that prevention is better than cure!

TO FIND OUT MORE!

For further information about Elastoplast Sport products and sport injury prevention management, visit www.elastoplastsport.com

For product enquiries or to receive an Elastoplast Sport Product Catalogue, please contact Beiersdorf Australia Ltd on 1800 269 933.

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ABOUT ELASTOPLAST SPORT

Elastoplast Sport, a Beiersdorf AG brand, is synonymous with high-quality sports medicine products. It is used by elite sporting clubs across the nation and is an official supplier to the Australian Institute of Sport.



