



Bluetens

Get Better



KNOW-IT-ALL

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## About



Firstly, **the whole team wishes to thank you** for taking the time to read this booklet.

Bluetens is an innovation which has been developed for a new use, it is therefore important to dedicate time for its good understanding. At all trade fairs in which we participated, we noticed that letting people try Bluetens means selling it.

Customer conversion rate, after a demonstration, increases sensitively because Bluetens is simple, enjoyable and effective and, furthermore, it breaks the negative image that electrostimulation can have.

We are a small French team and we remain at your full disposal if you run out of stock or out of flyers, if you wish to receive training, etc.

Please do not hesitate to contact us at 01 48 07 34 89 or to send us an email at [contact@bluetens.com](mailto:contact@bluetens.com).

AND NOW, OVER TO BLUETENS !

# Technology used by Bluetens : ELECTROTHERAPY



“ More than four millenniums ago in remote Egypt, they were already using fish which generate electrical discharges for the treatment of various pathologies. ”

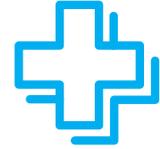
Today there are much better risk-free methods for applying electricity to relieve pain, to relax, to recover more quickly after physical exercise or toning muscles.

Electrostimulation is a training technique during the preparation of athletes, it is taught during kinetotherapy studies, and it is often used by practitioners.

Electrostimulation created by Bluetens mimics a natural process, controlled by the brain, by generating an electric current that, according to the selected frequency, strength and time, will relieve pain, will help to relax or will strengthen your muscles in full freedom.

In this way, using programs that have been designed by physiotherapists and fitness coaches, we are making a simple, but professional product available to as many users as possible, applying a **completely natural technology**.

# Cure



*Bluetens provides 2 different techniques (TENS) to reduce pain: the first technique has been conceived for an immediate effect and the second one for a slower effect that persists in time.*

.....

1

## Gate control

Without knowing it, we all instinctively use the first technique: when we bang our elbow for instance we immediately rub the painful area. In this way, we are transmitting not only a pain message to our brain, but we are also sending out a «touch» message. This message, being quicker, will eventually block the «pain» message. This is exactly the natural technique we use in a more targeted and efficient way. We call it «Gate Control».

By stimulating certain nerve fibers, Bluetens immediately by-passes the pain message that is conveyed more slowly to the brain.

2

## Burst

The second technique, called Burst, stimulates endorphin production, hence you will feel a real well-being feeling in the aching area. Once endorphins have been secreted, they will continue to work even after the program ended.

How will it feel?

In order to ease your pain, we use friction and kneading effects.





# Relax

*Bluetens, in Relaxation mode, adapts to your needs (to relax, decompress, recover after exertion, etc.).*



.....

We will use it after playing sport or coming back home after an intense day at work for a quicker recovery and better vascularization.

Bluetens reproduces the benefits of a massage working your muscles and inducing them to relax, stimulating blood circulation, removing toxins accumulated in your muscles for an immediate muscle pain relief. Bluetens also reduces tension in the muscle fibres and prevent soreness.

Electrostimulation, through rhythmic massage, will significantly increase circulatory exchanges in tired muscles, bringing a massive inflow of blood filled with oxygen and nutrients through the blood vessels, removing toxins accumulated during the physical effort, hence improving recovery time and quality.

How will it feel? In order to unwind and relax you, we normally use three kinds of effects: kneading, striking and pressure.

# Train



*Muscular strengthening, yes, but no false promises: you won't develop the perfect six-pack lying on your couch!*

.....

This is the reason why Bluetens is walking the extra mile. Through the App, we will suggest dynamic positions and additional exercises to complement your session. Active and passive stimulations, combined together, are extremely effective. Some of the greatest athletes use this training method.

Bluetens helps improving sport performances by strengthening muscles, developing muscular force and endurance, without stress on the joints.

With Bluetens results can be fast. Generally, it is enough to use it regularly 3 to 4 times a week to

experience its health benefits. Bluetens is an effective alternative to gym training and muscle warm-up prior training.

## **How will it feel?**

You will first experience an striking effect to warm-up your muscle, then contraction phases (cladding effect) to load the muscle and, finally, a kneading effect to relax it.



# THE 5 EFFECTS & SENSATIONS



## PRESSURE

This effect is the most used by physiotherapists during massage. A pacifying and relaxing sensation when the therapist's hand glides over the skin.

- With respect to the intensity, the sensation will first be felt on the skin and, increasing the intensity, you will feel muscular tensions disappearing.



## STRICKING

Brings you a real hitting sensation, increasing muscles temperature, while preparing them for exercise.

- You will have the feeling of the physiotherapist hitting your muscles with the edges of his hands.



## KNEADING

Such stimulation kneads and deeply relaxes your muscles.

- A soothing massage that improves blood circulation and facilitates the elimination of metabolites.

- We use this effect to relax your muscles and promptly relieve tension.



## CLADDING

You will feel your muscle contracting and relaxing, it's a good sign, your muscular work is in full swing.

- This is how Bluetens is helping you to strengthen your muscle while toning it up.

- This action is often followed by a striking effect to prepare your muscles for the next effort.



## FRICTION

You will feel a diffuse effect, similar to swarming.

- We use such effect in order to relieve you from pain.

- It is a very effective and totally natural technique useful to by-pass the pain message conveyed to the brain.

# INNOVATION...

## Bluetens' greatest strength

We were the first to separate the engine (Bluetens case) from the brain (the App). The vast majority of our competitors must provide screens on their devices using extra technology, that is the main reason why their products are slightly evolutionary and more expensive! By using your Smartphone technology, in which you have already invested, we are able to:



### NOMADIC

Miniaturize the device to easily carry it everywhere.



### AFFORDABLE

Lower its selling price since the most expensive technology is already part of your Smartphone.



### EVOLUTIONARY

Ensure an evolutionary product, with already more than 150 programs and new functions at each update.

## BLUETENS...AN AWARDED PRODUCT



Bluetens has been awarded by the most distinguished labels for its design



Bluetens belongs to the French Tech, a selection of the best French startups.



Bluetens is a medical device because of its positive impact on health.

# Bluetens



Slider



Electrodes Cable Socket



Micro USB Socket



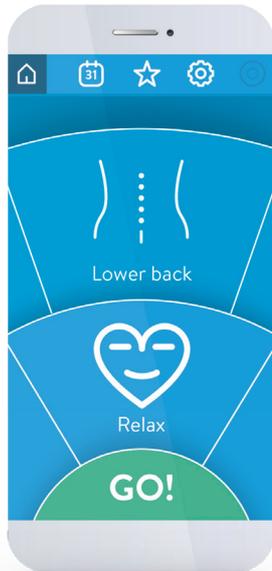
Reset button

1. On/Off button
2. Intensity Adjustment Knob
3. Program Intensity Indicator
4. Charge Indicator
5. Power On indicator

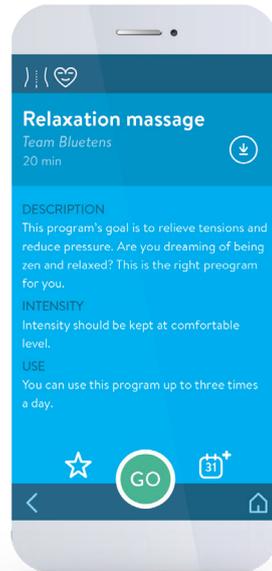


Bluetens is equipped with a Lithium-ion battery (micro-USB port) rechargeable in **1 hour** that provides **4 to 5 hours** operations, say goodbye to batteries and infinite charges!

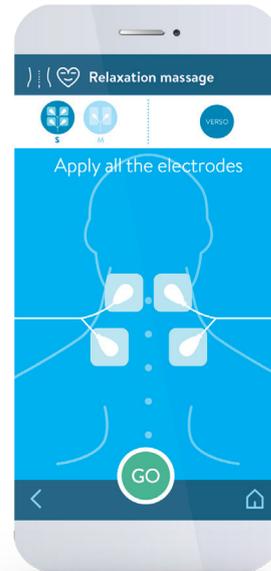
# The App



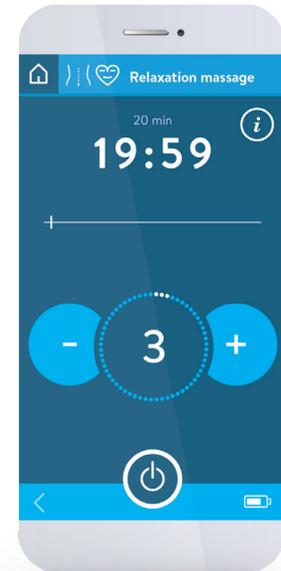
Choose your program



Access program's descriptions and our advices



Let us guide you



Your program will start in few seconds

# A comprehensive App

15 body parts - all joints

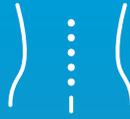
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UPPER BACK



BACK



LOWER BACK



ABDOMEN



BUTTOCKS



THIGH



KNEE



CALF



ANKLE



FOOT



SHOULDERS



ARM



ELBOW



FOREARM



WRIST

# A comprehensive App

+ 150 programs

To answer your needs both present and future, Bluetens will offer you a wide range of programs. Choose the program that is right for you among the three actions and launch it with your fingertips in few seconds.



## RELAX



### AFTER SPORT

Tone massage  
Detox massage  
Sport massage  
Active recovery  
Intense recovery

...

### REGULAR RELAXATION

No stress massage  
Relaxing massage  
Comfort massage  
Relaxation massage

...



## CURE



### PAIN MANAGEMENT

Pain management relief Level 1  
Pain management relief Level 2  
Sensitive pain management  
Very sensitive pain  
Endorphin

...

### MUSCLE TREATMENT

Relief and relaxation  
Muscular relaxation  
Muscle loss prevention  
Muscle injury

...



## TONE



### FITNESS

Beginner endurance  
Extreme workout  
Light strengthening  
Explosive power  
Cladding

...

### ESTHETIC

Fat-burning  
Muscle shaping  
Muscle tone  
Firming-up

...

## App benefits



«Plug and Play» connection, without manual intervention



Store a program into Bluetens memory without having to use your Smartphone



Plan your favourite sessions



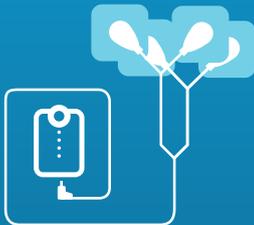
Save your favourite programs in Favourites

# The App

1

## CONNECTION

Connect the cable to the electrodes and into your Bluetens. It will pair automatically with your smartphone when you will launch the program.



2

## SELECTION

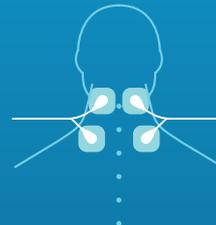
Download the free of charge Bluetens App. Launch it and let it guide you through the program you prefer.



3

## PREPARATION

Place all the electrodes on the specified body part. Check that all electrodes are well placed before switching Bluetens on.



4

## ACTION

Switch your Bluetens on and let it take care of you!



SOON  
IN  
2016



# BLUETENS WILL COACH YOU!

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## EXERCISES

Go further with your well-being following our exercises and stretching tips available through the App. At the end of each Bluetens program, we will help you to work out how to build on previous work by following different exercises.

## WORKOUTS

A tailored program to help you feel better faster, to ease your pain, to enhance your sporting performance? It will soon be possible thanks to a tool created by our health and sport professionals, that will customize a program to fit your needs. **Bluetens will support you in meeting your new challenges.**

## VIDEOS

Proper placement of the electrodes? Which program for what kind of pain? What is the best position during my sessions? What exercises should I follow during my program? You will have the chance to discuss all these questions with your Bluetens coach.

**Check these videos soon on our Youtube channel.**

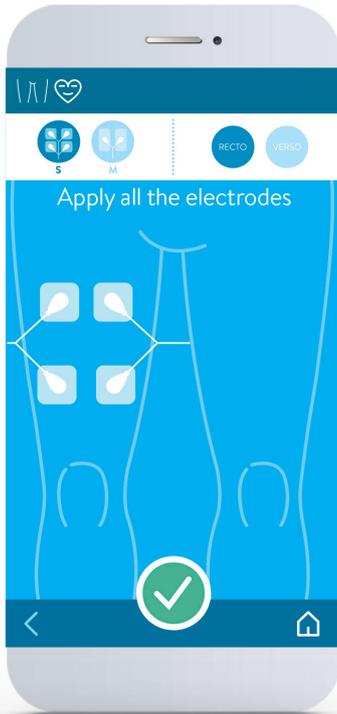
# ELECTRODES



Bluetens electrode gel is dermatologically-compatible, hypoallergenic and of high-quality for perfect conductivity.

# ELECTRODES

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## HOW LONG DO ELECTRODES LAST?

Electrodes can be used between 20 and 30 times. It is dependent on the skin type and hair distribution. Bluetens is delivered with 12 electrodes, for a period of three months.

## HOW DO I KNOW WHEN I SHOULD REPLACE THE ELECTRODES?

If the electrode gel becomes dry, you can add one or two tap water drops spreading them gently and evenly with your fingertips. When you feel the electrodes do not stick enough to your skin or if you feel a tingling sensation, it means the gel dried up and lost its conductivity. That is the right time to replace the electrodes!

## HOW CAN I LOAD TWO BODY PARTS AT THE SAME TIME?

Thanks to M electrodes, it is possible to target two body parts at the same time.

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# Bluetens Sport Team

.....  
These athletes use Bluetens on a daily basis.

## ATHLETICS



Véronique  
Mang

- Olympic medalist
- European vice-champion 100 meters and relay
- 100 meters quarter finals in London 2012
- France four-time winner 100 meters Elite in 2015
- World semi-finalist in 2010-2011

## HANDBALL



William  
Accambray

- Twice world champion in 2011 and 2015
- Olympic champion in 2012
- European champion in 2014

## SQUASH



Grégoire  
Marche

- France champion in 2014
- French N° 3
- World top 30

## RACING



Oliver James  
Webb

- European Le Mans champion in 2014
- 24h Dubai champion in 2015
- World Endurance championship in 2015

## MOTOCROSS



Mathys  
Boisramé

- Junior France vice-champion
- Finished fifth at the World Cup
- Team winner

# FAQ

## What is Bluetens' battery life?

Bluetens is equipped with a Lithium-ion battery, with only one hour of charge (USB plug) you can use your Bluetens for 2 weeks on the basis of one program per day!

## What will be the impact on my Smartphone's battery?

Bluetens is equipped with the latest very low consumption Bluetooth technology (BLE). It will not leave your Smartphone out of battery!

## A connected object, what does it mean?!

A connected object is an object which use is facilitated by the connection to your Smartphone. If you already own a Smartphone, you already know how to use Bluetens! It is sufficient to activate the Bluetooth function and follow the App guidance. It's entirely «plug and play», no pairing is needed. A single button on the Bluetens and a small knob to check the program intensity, there is no margin for error.

## Can I use my Bluetens without Smartphone?

**There is no problem** if a connection has been previously carried out! There is an option in the App that allows you to store a program into Bluetens memory without having to use your Smartphone. At the time of choosing your program, simply select it and send it to Bluetens memory (this will only take a few seconds).

## And what about the price...?

Both App and updates are free of charge. The recommended retail price for Bluetens is 149€.

## Are there any risks of using Bluetens?

Only 2 contraindications:

- people who have a pacemaker
- pregnant women.

Bluetens can be used several times a day, there is absolutely no problem. To assist you, check our advices on the App on the frequency of use. Pain Relief Programs work as paracetamol, without side effects.

# Vocabulary

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## LACTIC ACID

Primarily produced by muscles, skin and red blood cells, when lacking oxygen, lactic acid is a toxin produced by the body as a result of tissues' poor oxygenation. The main consequences are muscle aches, fatigue and a decrease in the volumes of blood carried in the bloodstream.

## ANALGESIA

*Synonym: pain relief.* Lack of the sensation of pain. Analgesic effect, that relieves or decreases pain sensation.

## BURST

The Burst mode, also called endorphinic mode, uses a pulse train of varying frequency. This mode provides a quick analgesic effect and a well-being sensation, due to the released endorphins.

## PAIN

Pain sensation is caused by 2 kind of fibers, A type delta fibers for the initial pain, acute and short, and C type fibers for the diffused and extended pain.

- **A type delta fibers**, the biggest, quick lead information and indicate the presence of a localized pain, this is the kind of message that will tell you to remove your hand accidentally placed on a burning object.
- **C type fibers**, thinner, lead information slower and will generate a more widespread pain sensation, this is the message that, a moment later, brings a dull burning pain.

# Vocabulary

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## ENDORPHINS

Hormones secreted by the pituitary gland and the hypothalamus, produced during physical effort, intense excitement, pain, or orgasm. They neutralize the pain sensation and produce an effect of relaxation and well-being.

## GATE CONTROL

The pain message is transferred slowly along C type nerve fibers: we can fight against pain by stimulating A type nerve fibers for immediate reaction.

The pain message passes through this gate that can be more or less open: the initial pain message can increase, decrease or even completely stop.

The more open the gate is, the more intense the pain message is. Stimulation, that is painless, allows the gate to be closed between the nerves and the spinal cord, which is the normal transmission venue of the nervous impulses towards the brain, by directly inhibiting the pain sensation. This is the gate control.

## METABOLITE

Metabolites are organic living waste that contaminate the muscles.

## TENS

«Transcutaneous Electrical Nerve Stimulation». The TENS system consists in placing the electrodes on the painful area and letting a weak electrical flow to pass: this new fast information prevent to send pain messages to the brain.

# Customer Service

BLUETENS OFFERS SPECIAL ATTENTION TO  
SERVICES BEFORE AND AFTER SALE.

Online troubleshooting

Fast response within 24 hours

Follow-up provided until customer is satisfied



Everything is made to offer our users a unique customer experience.



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