

SS12 PARENTING

DON'T BE WEIGHED DOWN

WITH the crazy loads our poor little ones have to carry to school these days, it is only a matter of time before we get a generation of hunchbacks with badly formed, crooked backs.

Heavy schoolbags cause muscle strain, distortion of the spinal curve, drooping shoulders, muscle spasms and chronic back, neck and shoulder pains that can lead to a lifetime of pain.

In fact, a survey of primary school kids showed that an average school bag weighs as much as 8kg, which is quite a load for their small shoulder and back.

You can ease the burden on their young backs with the IMPACT Ergo-Comfort spinal backpacks that help keep backs and spines straight. They are endorsed and recommended by the International Spinal Institute.

The ultra-light, ergo-comfort spinal support backpacks are designed to promote optimum spine care and comfort for your child's spine and are just what the doctor ordered to protect and reduce stress on young spines.

The Orthopaedic Spinal Protection System / 3D Spinal Protection Panel is an innovative back-care system which supports the exact contour of the back and effectively re-distributes weight equally on the surface of the back.

The wide padded, detachable waist or chest belts also help distribute the weight more evenly by stabilising the bag's swinging motion and bringing the bag closer to the users' back and waist area.

Well-ventilated cushioned grooves at the back and wide padded backpack straps provide stress free support to the shoulder.

Kids will automatically stand up straight and tall when using the bag; which translates to good posture. Other fantastic features include an adjustable mesh side pocket for water bottle, E-Z parachute rings for easy and quick adjustment of shoulder belts and 3M-scotchlite reflective material for better night visibility.

Made of high quality nylon material, it is also UV protective and water-resistant.

The models available are the IPEG 071, IPEG 072 and IPEG 073, which are suitable for kids of height up to 145 cm.

For taller kids or upper teens who are 145 cm and above in height, the recommended models are the



IPEG 060 and IPEG 061. IPEG 071/072/073 come in three colours: pink, red and navy blue. IPEG 060/061 come in four colours: pink, red, royal blue and navy blue.

IMPACT backpacks are sold at major departmental stores in Klang Valley. Online orders with free delivery (except for East Malaysia) are also possible.

Visit www.ergoland.com.my for more information or call 016-221 3234.