



News Release

FOR IMMEDIATE RELEASE

RECOVERY TIPS FOR MARATHON RUNNERS

No one can dispute the soothing, relaxing benefits of a soak in the bath for tired, aching muscles. After all, bathing was being used hundreds of years ago by the ancient Greek physicians, Egyptians and Romans as a means to invigorate, relax and recover - but now the science of a good soak is being applied to the London Marathon to help the thousands of special fundraising runners recover in the best possible way.

The leader in bathroom innovation and design driven bathroom solutions, Ideal Standard, has joined forces with sports science experts at St Mary's University College to identify the ideal post London Marathon recovery routine, when runners cross the finishing line on Sunday 26th April 2009.

Following eight years of research into the effects of water immersion on muscle recovery, Dr Glyn Howatson, Director of the Human Performance Laboratory at St Mary's University College and Ideal Standard's Marketing Director, Paul Frankish, both agree that the most commonly used healing technique for the body after a strenuous full marathon, is through 'contrast bathing' – in other words, immersing the body in cold water for two minutes, then soaking in hot water for two minutes, alternating this process for a minimum of ten minutes.

However, as few households have the luxury of two baths a more realistic recovery routine Dr Glyn Howatson recommends, is a soak at a temperature greater than 36 degrees and less than 45 degrees, for as long as possible, in order to allow the healing process to get to work.

Dr Glyn Howatson goes on to explain; "Strenuous, high intensity exercise, like running a marathon, leads to a degree of inflammation. Thankfully, cool water around 15°C – similar temperature to cold tap water – reduces heart rate and inflammation, which is important because inflammation also causes pain, swelling and loss of the force generating capacity of

muscle. In contrast, warm water then causes an enhanced flushing effect of waste products and metabolites from the muscles, which aids the healing process.”

Dr Glyn Howatson continues; “Warm water can provide analgesic benefits because it increases muscle elasticity and relief from muscle spasm. What’s more a longer soak is better than a short one because the longer you are bathing, the more time you have for the processes to work their magic! And then there’s hydrostatic pressure to consider; the force the water exerts against a body when it is immersed. The deeper the bathing, the greater the effect as the buoyancy it provides reduces the gravitational forces of the earth, helping to reduce perceptions of fatigue.”

Ideal Standard’s Marketing Director, Paul Frankish comments; “Over the past decade there has been much greater scientific rigour applied in the way top athletes recover from marathons, particularly in areas such as diet and nutrition. By applying some of Ideal Standard’s insights on the role of the bathroom, the participants in the London Marathon stand a great chance of recovering in the best way possible.”

In fact, Ideal Standard has a range of bathroom products to help enhance any bathing experience – whether you’re looking to recover from the rigours of a 26.4 mile run or the daily 9 to 5 grind.

Concept Double Ended Bath



If you ran the marathon with your partner this year, why not relax those aching muscles together, post marathon. This double ended bath comfortably accommodates two. (Available from around £354)

Soft Bath



With Ideal Standard's Soft Bath you'll be able to have the perfect long soak, as it cleverly maintains water temperature up to twice as long as a normal bathtub, meaning double the soak time. What's more, it's been designed using a patented material which is warmer upon touch and moulds to your body for maximum comfort. (Available from around £5000)

Tonic Idealform Twin Plus Whirlpo



The Idealform Tonic Whirlpool Bath from Ideal Standard has a host of innovative features including multiple jets that release streams of high pressure for an invigorating experience which have purposely been designed with a flat and smooth surface for extra comfort – a must for those aching muscles! (Available from around £2861)

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About Ideal Standard International:

Ideal Standard International, headquartered in Brussels, Belgium, is a privately-owned company, operating independently in Europe, Middle East and Africa and Asia Pacific. The company also has presence in Central and South America via a joint venture called Incesa. With bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Its products are sold under its strong international brands Ideal Standard, Jado and American Standard (Asia/Pacific and Incesa), as well as leading local brands including Incesa Standard (Incesa), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France and Incesa) and Vidima (Eastern Europe). The company employs some 17,300 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.