



Effective Pain and Pressure Relief with Kabooti - The All in One Seating Cushion



This white paper is designed to help your business create awareness about the Kabooti. Kabooti 3-in-1 Seat Cushion is a relief and support product for many patient conditions and a valuable investment for any pharmacy chain or healthcare distributor.



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Introduction

Lower back pain – a leading cause of work absence and disability

1.5 billion of people suffer from chronic pain.^[1] Back pain is the single leading cause of disability worldwide, preventing many people from engaging in work as well as everyday activities. Lower back pain (LBP) is well documented as a common health issue and a leading cause for work absence.^[2] Lower back pain can affect people of all ages and is the third most common reason for visits to the doctor's office.^[3]

Lower back pain is a complex condition with multiple contributors to both the pain and its associated disability, including psychological factors, social factors, biophysical factors, comorbidities, and pain processing mechanisms.

The human back is a complicated structure that consists of bones, joints, ligaments and muscles. People can sprain ligaments, strain muscles, rupture disks, and irritate joints, all of which can lead to back pain. However, most cases of back pain are mechanical or non-organic, meaning they are not caused by serious conditions, such as inflammatory arthritis, infection, fracture or cancer. Often, they are attributed to poor seating habits, which create muscle and joint imbalances. These imbalances stress different tissues in the pelvic area and spine due to weight not being distributed equally.

Many people experience hip, lower back or pelvic problems due to post-surgery recovery, arthritis, pregnancy, poor posture, obesity, haemorrhoids or other conditions. Sports injuries or accidents can also result in chronic back pain, but sometimes even the simplest of movements, e.g. bending too quick can have painful results. Most people with low back pain recover but reoccurrence is common and for 7.4% of people the condition will become chronic and disabling.^[4] The attributed pain in multiple body areas and psychological stress increases the risk of persistent and even disabling lower back pain.

There are different treatments for the prevention and management of chronic pain, whether caused by sciatica nerve, low back pain, lumbar pain, numbness, haemorrhoids, post-natal pain, sore tailbone, perianal wounds, coccyx pain or the result of post-surgery recovery and general seating discomfort. These include lifestyle and dietary changes, therapeutic massages, prescription painkillers, medical ointments and surgical and non-surgical treatments.



Patients with debilitating conditions can use a coccyx relief cushion like the Kabooti Seat Cushion. Kabooti is a relief and support product and (as this White Paper shows) highly appreciated by many patients. It's a cost-efficient and an easy-to-use alternative to other pain management and postural support treatments.

Postural and seating comfort solutions

With a growing emphasis on quality care and cost effectiveness, high-end technology and novel products are receiving increased attention. The epidemic of prescription overuse has also led to wider acknowledgment of the benefits of nondrug approaches to pain management.

Seating cushions that combine utility and comfort, effectively meet postural support and pain management needs of patients with diverse conditions and ailments. Pressure cushions and seating systems are straightforward, effective and safe as they:

- Maximise pelvic immersion for optimum pressure distribution and skin protection
- Enhance stability and user function through correct pelvic and thigh alignment
- Provide comfort to facilitate longer sitting times
- Improve posture and balance

The Kabooti Seat Cushion is a 3-in-1 seating cushion which aids in alleviating lower back pain and increases blood flow to the lower body. The ergonomic cushion combines (1) a sitting wedge, (2) a coccyx cut-out and (3) a centred /donut ring pillow. It is well suited for those who are experiencing chronic lumbar, pelvic, or hip pain and convenient to use for longer periods of time.

To assess Kabooti efficiency in the alleviation of lower back pain, hip or pelvic pain and general discomfort an independent Swedish health panel survey was conducted. A total of 100 people with different conditions were surveyed for their experience when using Kabooti.

95 of 100 participants helped us with answers to their experience with the Kabooti. After the survey 97% of the participants would continue using the product and 84% would confidently recommend it to a friend. These positive receptions and other findings of the survey are presented in this White Paper.

The Health Panel Survey

In the survey the participants were asked about their experiences using Kabooti and its effects on their problems and their discomfort. Their answers presented in the following show the product is an effective aid in supporting relief and general well-being for patients. An overall summary of the results from the user survey were:

- 97% will continue to use their Kabooti 3-in-1 seating cushion
- 84% would recommend the Kabooti to a friend
- 74% of participants stated the product had helped them

Participants

100 participants were recruited through advertising on Facebook, other social media and through Hälsopanelen Sweden's homepage. Participants were selected independently by Hälsopanelen Sweden based on different criteria and were sent a free test product for 14 days. All participants were sent an electronic survey and asked to complete this. Out of the 100 participants, 98 started to test the product and 95 completed the full survey.

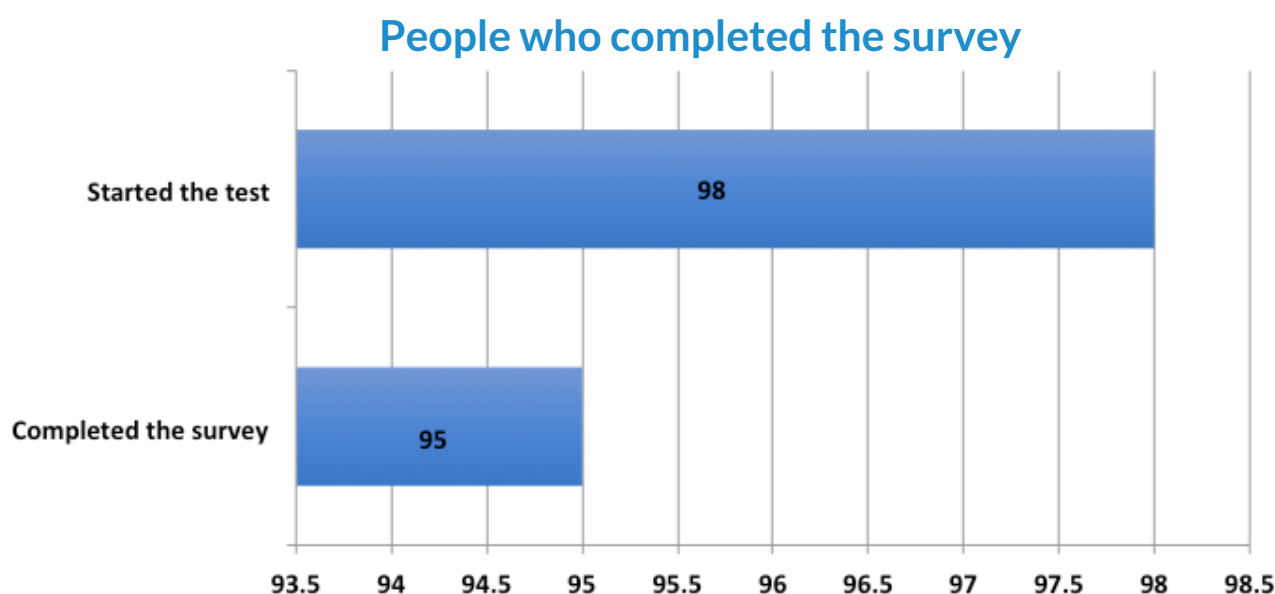


Figure 1, Source: Swedish Health Panel Survey 2017

Usage during the survey

How often did you use the Kabooti cushion?

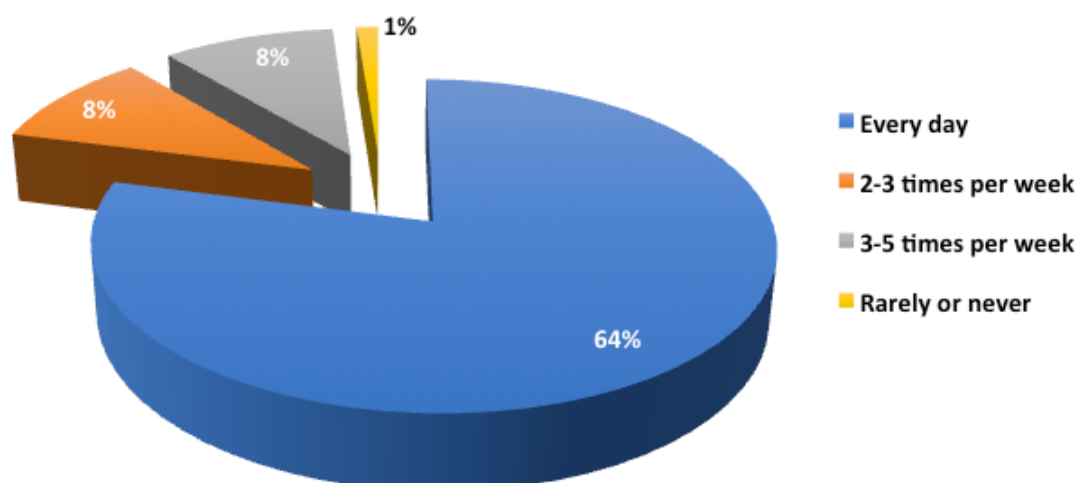


Figure 2, Source: Swedish Health Panel Survey 2017

The participants made full use of the Kabooti during the 14 days test period. 80% used the product more than 2-3 times per week and a total of 64% used it every day. It's fair to say that the product was thoroughly tested by the participants during the test period.

Where did you use your Kabooti cushion?

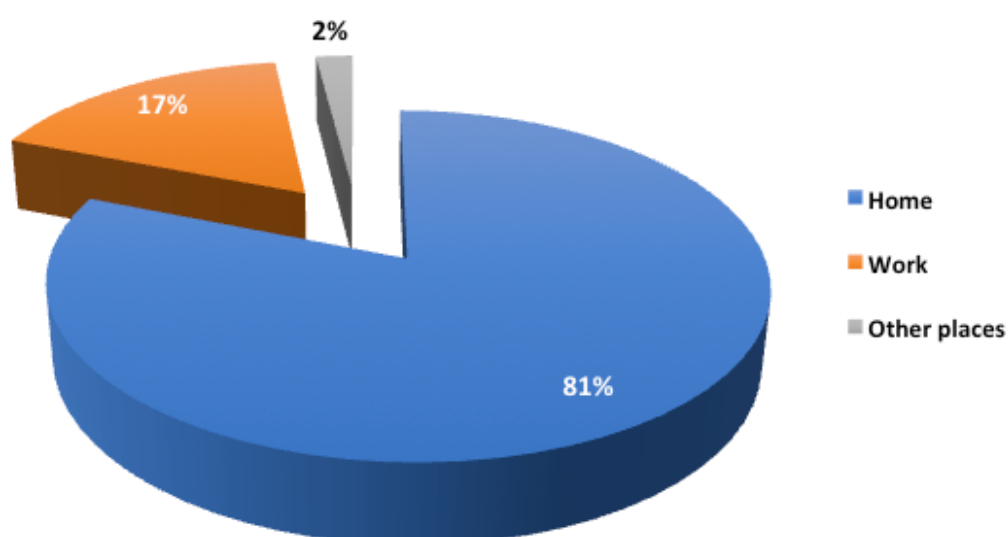


Figure 3, Source: Swedish Health Panel Survey 2017

Preferred place of purchase

Where would you like to purchase the Kabooti cushion?

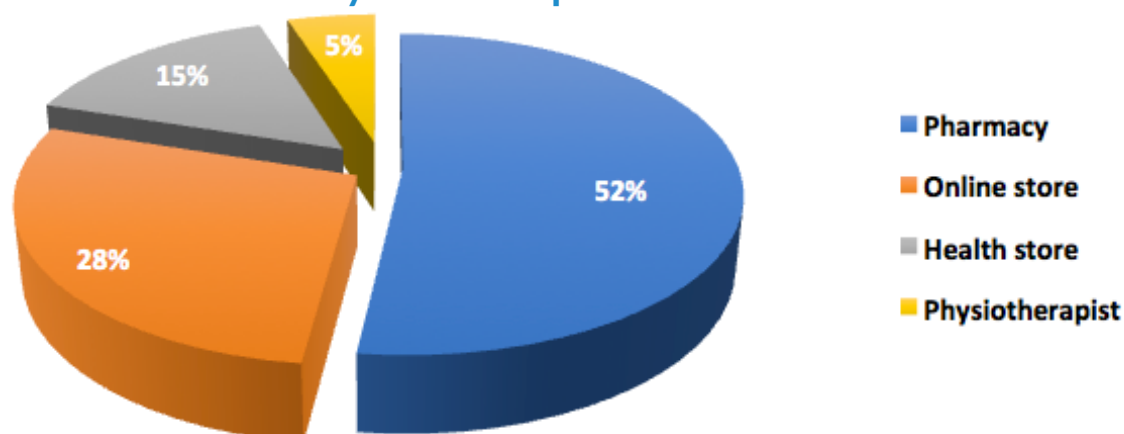


Figure 4, Source: Swedish Health Panel Survey 2017

When asked about the preferred place to purchase a Kabooti, pharmacies came out as the clear no. 1 choice by the majority (52%), second was online stores with 28% and only 15% would like to buy the product at a Health store.

Results - Patient feedback on the efficacy of Kabooti

A highly satisfactory experience

How would you rate your overall experience with Kabooti?

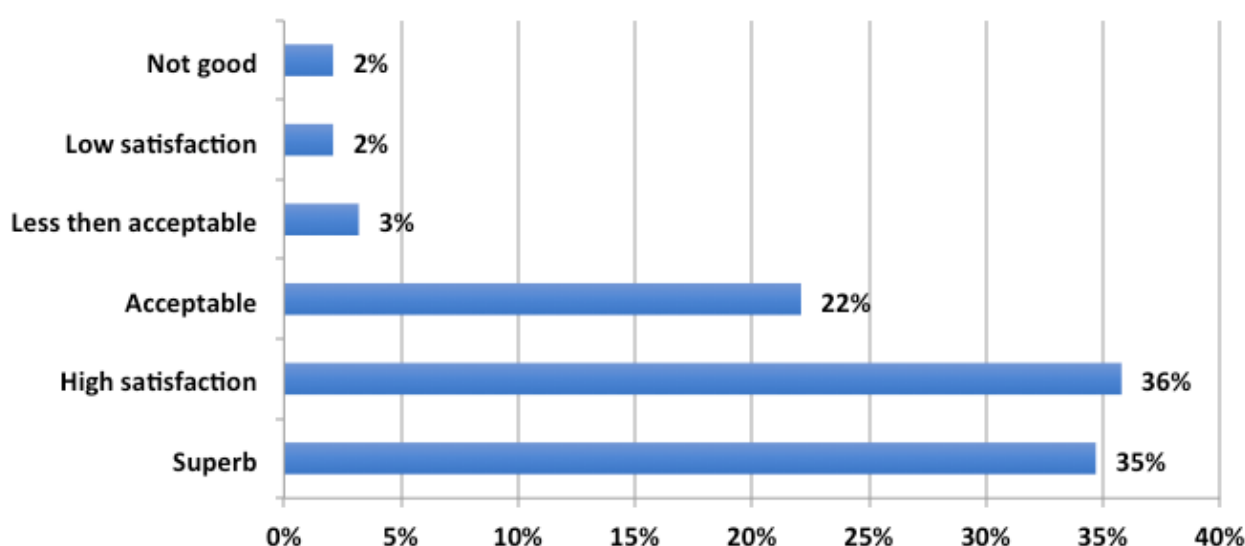


Figure 5, Source: Swedish Health Panel Survey 2017

Combining the results of the overall experience with the Kabooti, a total of 93% rated a high overall experience, while only 7% rated the experience to be less than acceptable or lower.

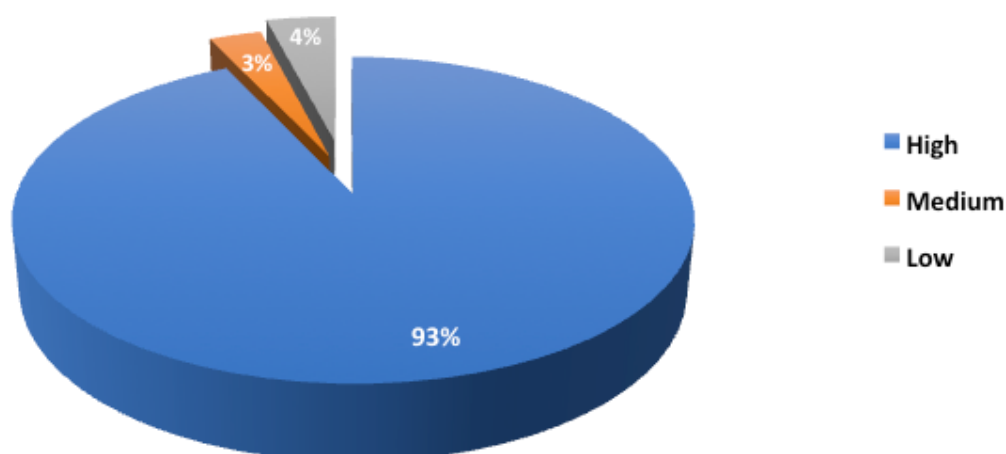


Figure 6, Source: Swedish Health Panel Survey 2017

91% experienced improvements in their discomfort

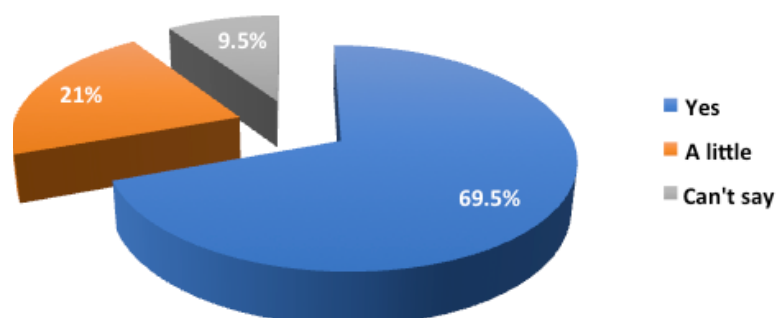


Figure 7, Source: Swedish Health Panel Survey 2017

On the question "Has your discomfort improved thanks to Kabooti?" almost 70% said that their discomfort improved thanks to Kabooti during the test period. 21% said it improved a little and only 9,5% stated they could not say it improved their discomfort.

Kabooti was the single aid of relief

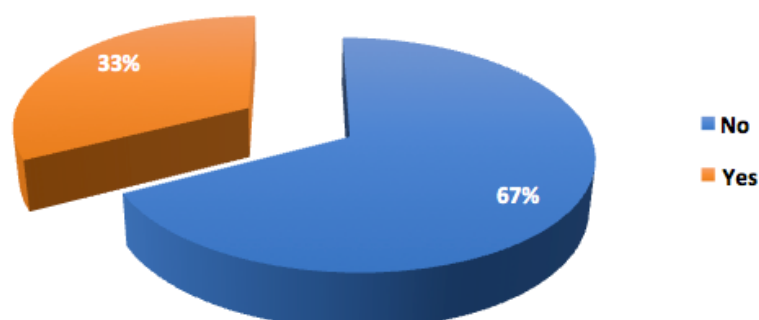


Figure 8, Source: Swedish Health Panel Survey 2017

On the question "Have you been taking medication during the test period?" most of the study participants (67%) answered they had only used Kabooti as their single aid of relief during the test period.

Kabooti did help

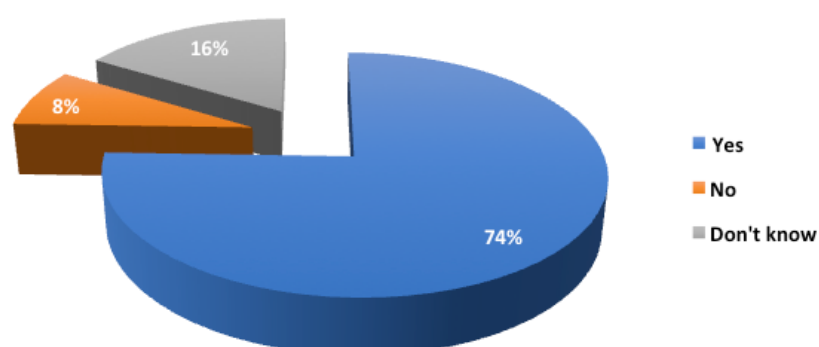


Figure 9, Source: Swedish Health Panel Survey 2017

On the question "Did the product help you?" 74% reported that the product did help them and hence alleviating their symptoms.

97% would continue to use Kabooti

97% of participants said they would continue to use their Kabooti cushion as they found it to be comfortable, discreet and efficient in relieving many of their symptoms at once.

Would you continue to use the Kabooti cushion?

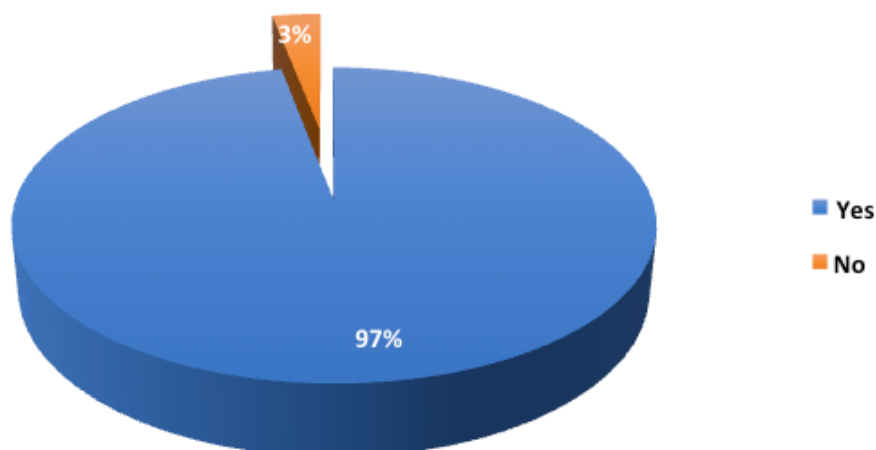


Figure 10, Source: Swedish Health Panel Survey 2017

It's User-friendly

93% of participants found Kabooti to be user-friendly, which makes it well-suited for everyday use. 82% also said bringing the cushion was easy, making it especially helpful when driving or sitting at a desk for prolonged periods.

Is Kabooti easy or difficult to use?

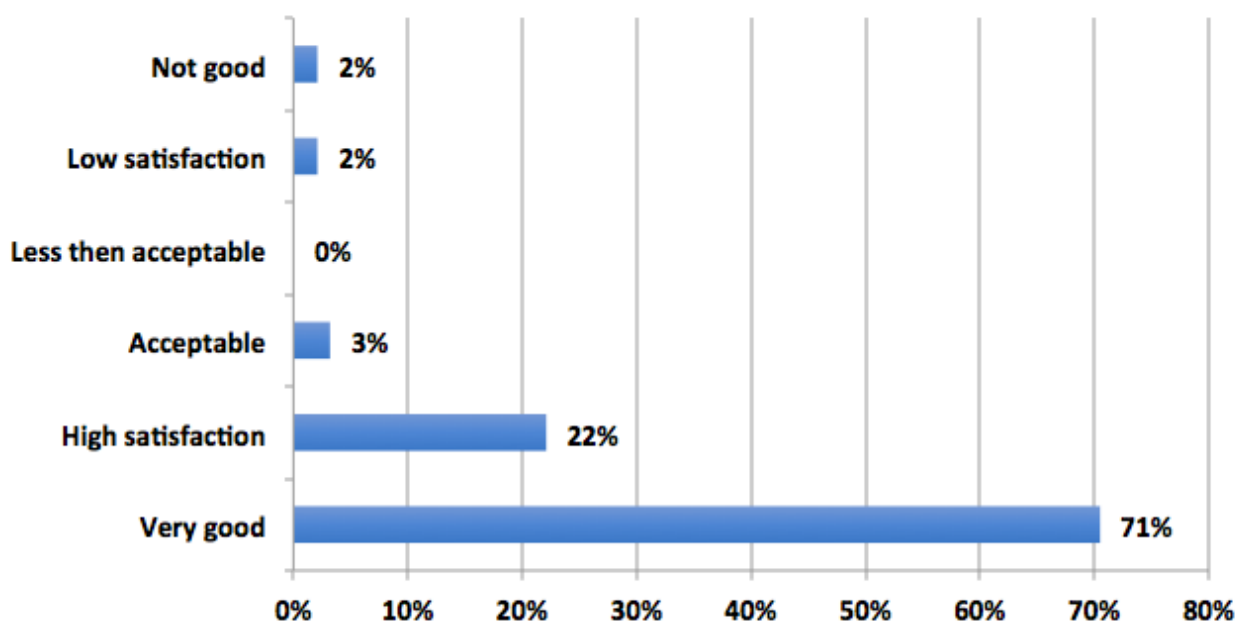


Figure 11, Source: Swedish Health Panel Survey 2017

How easy is it to take the Kabooti cushion with you?

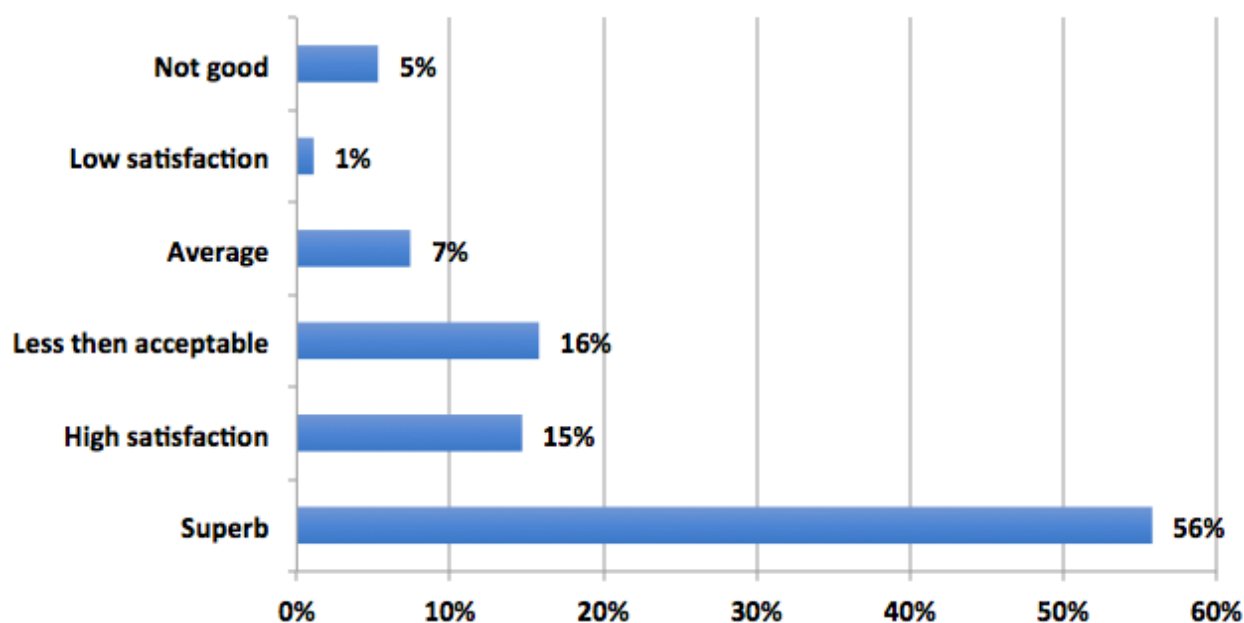


Figure 12, Source: Swedish Health Panel Survey 2017

It's a comfortable and innovative solution

77% of participants found the Kabooti to be a comfortable seating solution bringing the total that rated the Kabooti as "Acceptable" or higher up to 88%.

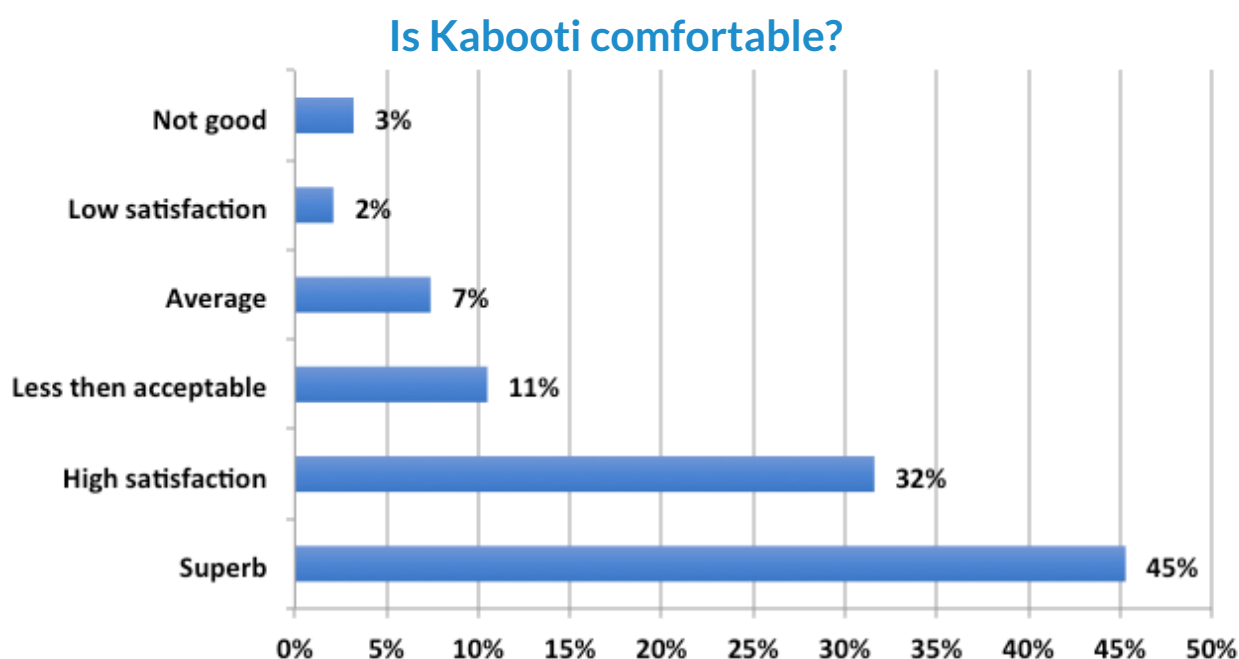


Figure 13, Source: Swedish Health Panel Survey 2017

96% of participants found Kabooti to be a modern seating solution through its combination of a ring-shaped donut cushion, coccyx cushion and a traditional seating wedge.

Do you think Kabooti is an innovative product in its category?

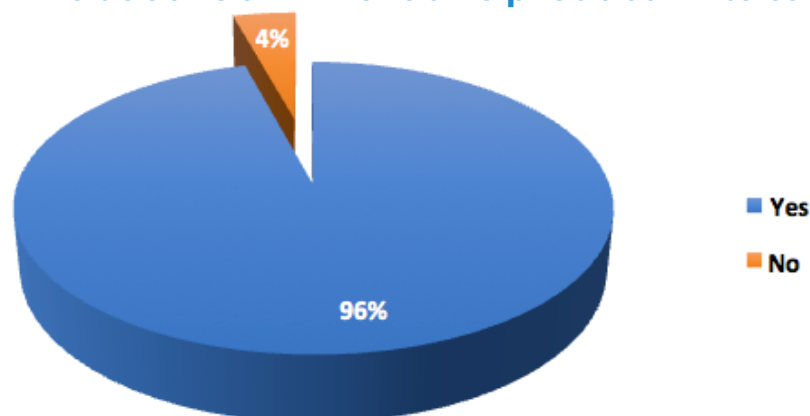


Figure 14, Source: Swedish Health Panel Survey 2017

It is a highly recommended product in its category

As presented earlier in the White Paper, a total of 88% said they were happy with their overall experience in using the cushion and 73% of participants found Kabooti to be a comfortable seating cushion.

Would you recommend it to a friend?

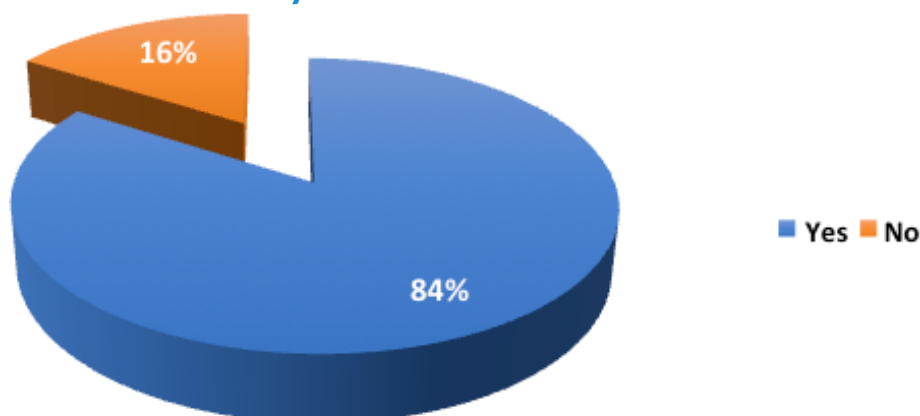


Figure 15, Source: Swedish Health Panel Survey 2017

Based on the above, it's no surprise, that 84% of participants who used Kabooti said they would recommend it to friends and family members.

Favorable compared to similar products

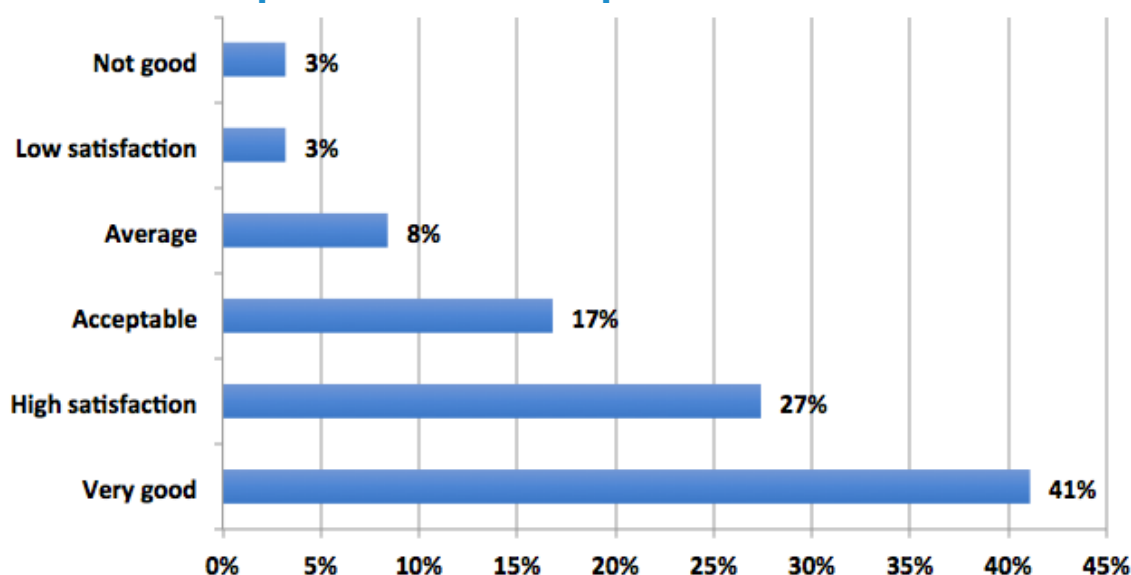


Figure 16, Source: Swedish Health Panel Survey 2017

Of the 95 participants concluding the survey, 85% rated Kabooti higher than similar products from other suppliers.

Summary and testimonials

The overall reception and feedback of the Kabooti are very positive. Patients found it to be effective in helping them manage their symptoms. Summary of the findings:

- 97% (Fig. 10) of participants said they would continue to use their Kabooti cushion
- 96% (Fig. 14) of participants found Kabooti to be a modern and complete solution for seating in its category
- 93% (Fig.5-6) rated a high overall experience, when asked about their experience with the Kabooti
- 93% (Fig. 11) of participants found Kabooti to be user-friendly, which makes it well-suited for everyday use.
- 91% (Fig.7) experienced their discomfort has improved
- 85% (Fig. 16) of participants found the device to be a better alternative to existing seating cushions as it eliminates the need to purchase multiple seating cushions for different conditions
- 74% (Fig. 9) found that the product helped them with their condition and symptoms
- 67% (Fig. 8) found the use of Kabooti without any additional means to be sufficient to ease their discomfort.

Feedback from the study participants are presented in the table below:

Testimonials

I like everything about it and it's very comfortable.

It changed my everyday life, I can now sit with my family and eat, which was almost impossible before. Thank you!

An improvement of cushions in the same category, more discrete, easy to wash, comfortable for the back and it feels great to sit on.

Great and sturdy product. I liked the shape and design.

It has a clean and nice look and was comfortable to use. Great with a washable cover!

I was positively surprised over the comfort and that you got a better posture while sitting on it. After using it, I have less ache and I have gotten more balanced muscles, more relaxed muscles and less headache. Perfect to take with you.

Comfortable and I got rid of my back pain when I sit for longer periods in front of the computer.

It really helps the body and stresses the back right, I already felt it the first night.

Wonderful cushion, I will continue to use it.

Very positive. Comfy to sit on. I've carried it around the house and at work. Kabooti sits steady on the chair and is easy to carry with you. Nice relief.

Kabooti has really been a life saver during my long journeys to and home from work. I'm so pleased. My pains have really improved!

I only have positive remarks, for the first time in 25 years I have been able to sit normally for a whole day without pain.

It gave me a better sitting posture and was easy to carry.

Good, I liked the hardness. There was nothing I didn't like!

Very comfortable to sit on for longer periods, gives pressure relief and a better posture.

I'd like to say 'wonderful'. Previously, I felt pain when I sat for longer periods, but I don't anymore! I don't know if it's psychological but it feels better! I like it very much!!!

I love the cushion!

I have an inflammatory bowel disease and I have undergone surgery many times. Kabooti has helped me sit comfortably on regular chairs without pain, and despite my problems. I feel that the pain has eased when I use Kabooti, it is no longer any pressure against my operated and inflammatory rectum.

I was sceptical during the first 2 days, since it was hard, but day 3 it felt much better and I sat better and the pain in my lower back eased. I don't get as tired in my back when I use the cushion.

Kabooti cushion is great! Even my back pain has been relieved. I highly recommend it.

Very good! It had a good size and right height to place on my chair.

It is super comfortable to sit on and you feel it support the back.

<i>Innovative, good looking, ergonomic.</i>
<i>Perfect aid for those who feel pain when sitting for longer periods. E.g. when traveling to or from work. I work in a pharmacy and I'm sure there's a big clientele. I could sell these at Apoteket Hjärtat.</i>
<i>I felt like an "angel" walked through my body when I sat on the cushion for the first time. I used it even when I sat on the chair and practiced Mediyoga.</i>
<i>Very pleased with the cushion, positively surprised over the comfort. It will be used more than I had thought, I like how easy it is to move between different places.</i>
<i>Amazing! Now I can sit longer in front of the computer without pain. Thank you!</i>
<i>The best cushion I have tried and it makes me sit more comfortable and for longer periods than before. It is also good looking and easy to care for.</i>

Figure 17, Source: Swedish Health Panel Survey 2017

About Kabooti

The 3-in-1 seating cushion

The Kabooti 3-in-1 is a uniquely designed seating cushion combining; (1) a sitting wedge cushion with (2) a coccyx cut- out and (3) a ring-formed centred opening. Its ergonomic design aids in alleviating lower back pain and increases blood flow to the lower body and thus the sitting comfort. This 3-in-1 combination provides an effective pain relief for several conditions and a complete and cheaper alternative vs. other cushions, but also a supplement to painkillers in many instances.

How Kabooti works

Kabooti is slightly bigger than a traditional ring cushion to allow for body weight to be dispersed over a larger area to reduce pressure in the body areas in contact with the ring. It is designed to more evenly distribute body weight while providing relief for the coccyx at the same time.

The shape enhances seating stability and comfort, while the rear cut-out section eliminates direct contact between the coccyx and the chair, providing pressure relief during sitting. The contoured surface fits the body's natural shape and the ergonomic wedge design promotes correct sitting posture. A large centred opening increases air flow, relieving pressure on the coccyx. The front has 2 lobes for increased stability and even weight distribution, ideal for those suffering from obesity.

This cushion is easy to place on any seating surface – at work, at home or in a car, train or plane. The four corners of the pillow give it more stability on any chair. After placing Kabooti on the chair, users can sit in the middle of the centred cut- out to more evenly distribute body weight, providing relief for the coccyx. Thanks to its unique shape, size and build, Kabooti provides comfort and support for any sitting position.



Features and benefits of the Kabooti

The Kabooti Seat Cushion is designed to provide optimum support while maintaining comfort for patients suffering from several conditions (see page 2). It boasts a 3-in-1 cushion:

- Large Coccyx cut-out
- Ergonomic wedge design
- Innovative lobes
- Centred cut-out
- One-piece moulded support foam
- Machine-washable, latex free removable cover
- Tapered front edge

The innovative coccyx cut-out is a new feature that provides complete comfort for sore areas and helps improve airflow. The custom cut-out feature provides relief for the coccyx and tailbone during prolonged sitting.

Unlike traditional seat cushions that continue to put pressure on the tailbone, the ergonomic design, high resiliency foam and innovative lobes helps distribute weight evenly, making Kabooti the perfect coccyx relief cushion.

The wedge-shaped design, thicker in back and narrower in front, allows complete support where it is needed and helps circulation under the thighs. This ergonomic design promotes proper posture by slightly tilting the pelvis forward, which again maintains the spine's proper lumbar curve for low back comfort and pelvic support.

Where regular donut rings pose difficulties in terms of balancing, the Kabooti Seat Cushion has corner lobes for stability and balance. All this results in a more correct posture, less stress and better concentration.

The versatile design makes the Kabooti ideal for almost all office chairs, vehicles, wheelchairs, furniture at home, and stadium seats. It is available in extended sizes with additional three-inch width for patients who need more leg room.

Every Kabooti Seat Cushion comes with a carrying handle, a removable, machine washable fabric covers and a 1-year manufacturer's warranty.

All in all, the Kabooti 3-in-1 Seat Cushion is a cost-effective alternative or supplement for pain management of several conditions (see page 2) or to just relieve the pressure and discomforts from long hours of sitting. It is discreet, easy to carry and use, and non-invasive.

FAQs about Kabooti

Is Kabooti safe to use in a car?

Yes. Kabooti's wedge design makes it suitable for use when driving as it provides improved seating comfort for use in an automobile. The car seat needs to be adjusted to accommodate the extra height of the seat wedge for maximum comfort.

Is Kabooti a solid cushion or a donut ring?

It is not shaped like a donut but with the same support and comfort as a donut ring. It provides greater support than regular donut ring and is just as light.

Is it a foam cushion?

It is made of a dense moulded support foam similar to memory foam.

Does the Kabooti pillow compress after use?

It compresses some but not much, retaining its shape and form without collapsing or flattening during use.

Is it natural and safe for people with allergy to latex?

Yes, Kabooti's stretchy removable cover is latex free and machine washable.

Who can use Kabooti?

Kabooti is safe and efficient for people who are experiencing chronic lumbar, pelvic, or hip pain due to various medical conditions or prolonged seating.



Kabooti – the all-in-one seating cushion

Kabooti combines the qualities of various seat cushions on the market to deliver an all-in-one solution for pressure relief and pain management. The design and shape of the pain relief cushion make it suitable for use at home, at work or when travelling, giving great value for money in a single product.

The pillow relieves pains from e.g. haemorrhoids, pregnancy, weight, disc fractures, after surgery issues or pressure on the tailbone from prolonged seating (see pg. 2-3)

An article in the Journal of the American Medical Association suggested chiropractic care and the use of seat cushions as an option for people suffering from low back pain. It went on to note that surgery is usually not needed and should only be tried if other therapies fail.^[5]

With low back pain being an increasingly common issue worldwide, patients are looking for alternatives to prescription opioids and painkillers, acknowledging the benefits of non-drug approaches to pain. Kabooti meets this need for of a wide range of users.

Given the consumer preferences of non-prescriptive treatments, Kabooti is a smart investment for pharmacies and rehab stores looking to increase margins and extended their category lines within digestive health, relief support or pain management. 49% of surveyed consumers would purchase Kabooti from a pharmacy and 41% would like to do so from a health or online store.

Kabooti is distributed by Palliance. Ordering Kabooti from our website is fast, easy and cost-effective for pharmacies, wholesalers or distributors looking to extend their product portfolio with a bestselling seat cushion. Our sales records show an upward trend of more pharmacy chains interest to stock Kabooti and current clients re-ordering the Kabooti.

About Palliance – sponsor of the consumer survey

Palliance, the sponsor of the independent health panel study, established in 2011 specializes in development and sales of medical homecare products, including self-testing and monitoring, hygiene products and nutritional supplements. Management has more than 20 years background from various parts of the life sciences and wellness industry. Our mission is to provide innovative and high-quality health products to consumers through pharmacy chains, online resellers and distributors in Europe.

Since 2016 Palliance included Kabooti in its Digestive Health range and for now distributes it in Sweden and Norway.

More information

For further information about Kabooti, its benefits, uses and patient responses you can:

- Contact us [here](#)
- Send an e-mail to info@palliance.eu
- Call us at +46 8 28 75 00
- Or simply book a physical or online meeting with us [here](#)

Palliance White Papers

*Effective Haemorrhoid Relief with Hemor*Rite Cryotherapy*

[Palliance White Paper 2018 - 01](#)

Innovative haemorrhoid treatment for increased Pharmacy Margins

[Palliance White Paper 2018 - 02](#)

*Improved Haemorrhoid Treatment and Increased Pharmacy Margins with Hemor*Rite Cryotherapy - The Complete Study Compilation*

[Palliance White Paper 2019 - 01](#)

Effective Pain and Pressure Relief with Kabooti - The All in One Seating Cushion

[Palliance White Paper 2019 - 02](#)

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