

## Relax The Back Now Open in Newton, MA

Newton, MA August 10, 2015– Relax The Back is pleased to announce the opening of their newest location at 55 Needham St, Newton, MA. The new store is the second of three scheduled to open in the Boston area.

Started in 1984, Relax The Back is the largest retailer of ergonomic products to prevent and relieve back and neck pain. The company provides a unique, holistic approach to the six categories of spinal health: sleep, office, recline, massage, travel and fitness products. Storeowners and consultants are trained in the common back and neck disorders that people deal with. Many medical professionals rely on Relax The Back as a resource for continued care of their patients.

The Newton, MA store will include more than 300 unique Relax The Back products, including customized ergonomic office systems, Tempur-Pedic mattresses and pillows, back and neck supports, massage chairs, exercise items and even Zero Gravity recliners, which place you in a neutral posture position, relieving compression of the discs and allowing muscles to completely relax.

### About Relax The Back:

Relax The Back was started in 1984 by an osteopath who had trouble helping his patients find the self-care products necessary to relieve their neck and back pain. The company began franchising in 1989 with the support of the medical community behind it. Today, Relax The Back has nearly 100 successful stores located across the US and Canada, and helps countless customers live healthier and happier lives through the best products in ergonomic care. Visit Relax The Back at <http://www.relaxtheback.com> and <http://www.relaxthebackfranchise.com>.

#### Store Details:

Relax The Back  
55 Needham St  
Newton, MA  
617.332.3093

#### Contact Details:

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