

## **South Korean startup Hexainnoheal develops new home-use device for pain management**

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**Flexible PainQ is under development process to remedy the shortcomings of the existing PainQ**

Home-use medical device manufacturer in South Korea, Hexainnoheal has been gaining recognition for its pain therapy products. Hexainnoheal manufactures healthcare devices using low level lasers and LED lighting. Its primary product line-up includes PainQ for pain management and CobiQ for rhinitis management. Hexainnoheal is now focused on developing a new product called Flexible PainQ.

PainQ, its representative device, is a home use healthcare device for pain therapy that can effectively manage pain by combining low level lasers, LED lighting, and low-frequency stimulation functions. With an adjustable intensity range from level 0 to level 5, PainQ's low-frequency stimulation feature can be customised to the user's preferences. Due to its portable size and lightweight, users can wear PainQ as a belt to treat their pain in various areas, including shoulders, wrists, and waist.

Hexainnoheal's CobiQ is a home use health device for managing rhinitis. It delivers near-infrared light sources of 2 wavelengths into the nasal cavity and treats rhinitis by regenerating cells in the inflamed area. Hexainnoheal has extensive global marketing plans for CobiQ to enter its oversea export target markets, particularly North America and Europe. Since its launching this July on Amazon, CobiQ has been gaining momentum in global sales, receiving positive feedbacks from US consumers.

The startup has now introduced Flexible PainQ, which is under development process to remedy the shortcomings of the existing PainQ. Unlike the existing PainQ, Flexible PainQ can bend freely and is expected to be more effective in relieving the pain in smaller areas like wrists.