**WEBSITE GLOBAL ELEMENTS**

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**[Image: Össur logo]**

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Company

About Össur

Össur Corporate

Other Össur Sites

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**PAGE: HOMEPAGE**

**Header**

**[Image: Cyclist Photo]**

HEADLINE: The Adventure Ahead

When you have knee osteoarthritis, you want a solution you can rely on. Take control of the pain, quickly and easily. Then take that hiking trip, ride your bike or keep up with the kids. **Choose your adventure and the Unloader® will support you every step of the way.**

BUTTON: View Unloader Braces

**Product Panel**

HEADLINE: Braces

**[Visual: Unloader Fit Logo]**

BODY FOR UNLOADER FIT: ...Ultralight, discreet and clinically proven to alleviate the pain.

Ideal for everyday adventures such as shopping and gardening, perhaps a round of golf.

[FIT]

**Osteoarthritis**: mild to moderate

**Movement:** low to average impact

**Activities:** walking, shopping, gardening, golf

BODY FOR UNLOADER ONE: ...Alleviates the pain, improves function and helps reduce your reliance on medication.

A comfortable companion for running, cycling and outdoor adventures.

[ONE]

**Osteoarthritis:** moderate to severe

**Movement:** average to high impact

**Activities:** walking, hiking, running, cycling

BODY FOR UNLOADER CUSTOM: ...Rigid, durable and customized for heavy-duty pain relief.

Custom-made to suit a range of sizes and lifestyles.

[CUSTOM]

**Osteoarthritis:** moderate to severe

**Movement:** average to high impact

**Activities:** heavy-duty work and walking

BODY FOR REBOUND DUAL: ...Provides stability and relieves the pain, without compromising mobility.

Support for osteoarthritis combined with ligament instability.

[REBOUND DUAL]

**Osteoarthritis:** mild to moderate, combined with ligament instability

**Movement:** fast and sliding, high impact

**Activities:** track & field, snow sports, basketball

**[Visual: Icons]**

*We will use the copy from Products Page*

HOVER BUTTON: Brace details

**Products Panel**

**[Image: Product Detail Photo]**

HEADLINE:Find the right brace for you

BUTTON: Explore braces

**Get Fitted Panel**

**[Image: Fitter Professional Photo]**

HEADLINE:Get Your Brace

BUTTON: Find a Practitioner

**PAGE: PRODUCTS (Now: Braces)**

**Header**

**[Image: Runner Photo]**

HEADLINE: Unloader Braces

BODY: Effective braces built upon a proven design that reduces the pain caused by unicompartmental osteoarthritis of the knee and often helps delay the need for surgery.

**Alleviate the pain and rediscover your sense of adventure.**

**Unloader Panel**

**[Visual: Unloader Fit Logo]**

**[Image: Unloader Fit Brace]**

CALL OUTS:

Ultralight and discreet

Easy pull-on sleeve

Adjustable pain relief

**[Visual: Icons]**

BULLETS:

**Osteoarthritis:** mild to moderate

**Movement**: low to average impact

**Activities:** walking, shopping, gardening, golf

BUTTON: Brace Details

**[Visual: Unloader One Logo]**

**[Image: Unloader One Brace]**

CALL OUTS

Adjustable pain relief

Comfortable and lightweight

Color-coded buckles for easy application

**[Visual: Icons]**

BULLETS / :

**Osteoarthritis:** moderate to severe

**Movement:** average to high impact

**Activities:** walking, hiking, running, cycling

BUTTON: Brace Details

**Specialty Panel**

HEADLINE: Alternative Brace Options

BODY: Unloader FIT and Unloader One offer proven pain relief for the adventure ahead. For other needs, such as customized size and appearance, or support with ligament instability, check out these options.

**[Visual: Unloader Custom Logo]**

**[Image: Unloader Custom Brace]**

**[Visual: Icons]**

BULLETS / Custom:

**Osteoarthritis:** moderate to severe

**Movement:** average to high impact

**Activities:** heavy-duty work and walking

BUTTON: Brace Details

**[Visual: Rebound Dual Logo]**

**[Image: Rebound Dual Brace]**

**[Visual: Icons]**

BULLETS / DUAL:

**Osteoarthritis:** mild to moderate, combined with ligament instability

**Movement:** fast and sliding, high impact

**Activities:** track & field, snow sports, basketball

BUTTON: Brace Details

**Practitioner Panel**

HEADLINE: FIND A PRACTITIONER

BODY: Talk to your doctor about getting an Össur Unloader brace for your knee osteoarthritis. Once prescribed, visit an orthotist or use our search tool to find a practitioner near you who can get you fit with the right brace.

BUTTON: Find a Practitioner

**INDIVIDUAL PRODUCT PAGES (BRACE DETAILS):**

UNLOADER FIT:

At just 10 oz, this is the lightest functional brace available for knee OA. It helps to alleviate pain and improve function, and can help to reduce reliance on pain medication.

FOR LIFE’S EVERYDAY ADVENTURES

Unloader FIT has been specially designed to create a comfortable and discreet fit underneath clothing. Providing clinically proven and adjustable levels of pain relief for mild to moderate unicompartmental osteoarthritis of the knee, it is an ideal solution for everyday adventures such as shopping and gardening, perhaps a round of golf.

*Experience the comfort, alleviate the pain.*

[IMAGE]

[Same as Above]

**Osteoarthritis**: mild to moderate

**Movement:** low to average impact

**Activities:** walking, shopping, gardening, golf

**Reduces medication use panel**

Headline: REDUCES MEDICATION USE

Body:

25%

of patients reported a reduction in the use of pain medications.\*

31%

of patients reported a reduction in the use of over-the-counter (OTC) anti-inflammatories.\*

31%

of patients reported a reduction in the use of prescription anti-inflammatories.\*

\* Briggs, K.K., Matheny, L.M., and Steadman, J.R. 2012. Improvement in quality of life with use of an unloader knee brace in active patients with OA: A prospective cohort study. J *Knee Surg 25, 417-422.*

**Features & Benefits Panel 1**

***BREATHABLE***

Keep your cool with this comfortable sleeve made of a breathable fabric.

***ADJUSTABLE***

Control the level of pain relief required using the SmartDosing® dial, which adjusts the tension of the straps quickly and easily.

**Features & Benefits Panel 2**

***LIGHTWEIGHT***

Feel the difference – this ultralight brace fits discreetly underneath your clothing, and at just 10 ounces it’s the lightest brace of its kind.

***EASY-TO-USE***

Keep things simple with a seamless, easy-to-pull-on sleeve and a short, light frame that is comfortable, practical and effective.

**Next Brace Selection Panel**

Headline: OWN YOUR NEXT ADVENTURE WITH AN ÖSSUR BRACE

**Practitioner Panel**

HEADLINE: FIND A PRACTITIONER

BODY: Talk to your doctor about getting an Össur Unloader brace for your knee osteoarthritis. Once prescribed, visit an orthotist or use our search tool to find a practitioner near you who can get you fit with the right brace.

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UNLOADER ONE:

This comfortable, lightweight brace makes the perfect companion for running, cycling and outdoor adventures. It helps to improve functional mobility, while simultaneously easing the pain of knee OA.

REDISCOVER YOUR SENSE OF ADVENTURE

Unloader One can be worn for your daily activities. Clinically proven to reduce the pain associated with unicompartmental osteoarthritis of the knee, this brace is designed for average to high-impact activities, indoors as well as outdoors. It can also help reduce your reliance on pain medication and avoid negative side-effects.

*Live the life you want, don’t let OA knee pain hold you back.*

[IMAGE]

[Same as Above]

**Osteoarthritis:** moderate to severe

**Movement:** average to high impact

**Activities:** walking, hiking, running, cycling

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**Features & Benefits Panel 1**

***BARELY THERE***

Feel unconstrained – this lightweight, low-profile brace fits comfortably and unobtrusively underneath your clothing.

***CONVENIENT***

Manage your pain relief on the go with the easy-to-adjust SmartDosing® dials for a rapid response to changing levels of pain.

**Features & Benefits Panel 2**

***SIMPLE TO APPLY***

Get moving quickly and easily, with just two buckles needed for intuitive brace application.

***BREATHABLE***

Stay comfortable with breathable liners and vents to help you keep cool as the adventure unfolds.

**Next Brace Selection Panel**

Headline: OWN YOUR NEXT ADVENTURE WITH AN ÖSSUR BRACE

**Practitioner Panel**

HEADLINE: FIND A PRACTITIONER

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BUTTON: Find a Practitioner

UNLOADER CUSTOM:

Rigid and durable, this heavy-duty brace can be customized to your requirements – your individual leg shape and size, and your preferred color or graphic finish.

A TAILOR-MADE ADVENTURE

Unloader Custom is a robust solution to relieve the challenging pain typically associated with knee osteoarthritis. With a choice of twelve unique colors and a range of plus-sizes, this brace is suited to high impact and heavy-duty activities.

*Take control of the pain, and add a little color to your life.*

[IMAGE]

[Same as Above]

**Osteoarthritis:** moderate to severe

**Movement:** average to high impact

**Activities:** heavy-duty work and walking

**Next Brace Selection Panel**

Headline: OWN YOUR NEXT ADVENTURE WITH AN ÖSSUR BRACE

**Practitioner Panel**

HEADLINE: FIND A PRACTITIONER

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BUTTON: Find a Practitioner

REBOUND DUAL:

This easy-to-use brace offers welcome support if you are suffering from ligament instability *and* osteoarthritis of the knee. It relieves the pain and provides stability, without compromising your mobility.

LIVE ADVENTUROUSLY

Building on proven Unloader technology, the Rebound Dual offers comfortable, reliable and effective relief. The low-profile design works for all impact levels and activities. Whether you are working hard, skiing that black diamond slope or sliding through the mud on the soccer field, it’s got you covered.

*Move with comfort and confidence, live life to the fullest*.

**[IMAGE]**

[Same as Above]

**Osteoarthritis:** mild to moderate, combined with ligament instability

**Movement:** fast and sliding, high impact

**Activities:** track and field, snow sports, basketball

**Next Brace Selection Panel**

Headline: OWN YOUR NEXT ADVENTURE WITH AN ÖSSUR BRACE

**Practitioner Panel**

HEADLINE: FIND A PRACTITIONER

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BUTTON: Find a Practitioner

**FIND A PRACTITIONER**

**Header**

HEADLINE: ***FIND A PRACTITIONER***

BODY: Talk to your doctor about getting an Össur Unloader brace for your knee osteoarthritis. Once prescribed, visit an orthotist or use our search tool to find a practitioner near you who can get you fit with the right brace.

[Search fields / Map]

**ABOUT**

**Header**

**[IMAGE]**

HEADLINE:ABOUT ÖSSUR

BODY: Össur prides itself in continuously pushing the boundaries to create some of the most effective, non-invasive mobility solutions on the market.

**Copy Panel:**

BODY: We are technology pioneers and spirited advocates of “Life Without Limitations”, persistent in our mission to improve people’s mobility and quality of life.

In addition to osteoarthritis (OA) solutions, we have a strong focus on prosthetic and injury solutions. Among our scientifically proven and award-winning designs are Unloader® knee braces and the SYMBIONIC® LEG, the world's first complete bionic leg.

Our emphasis has always been on effective clinical outcomes, and we continue to maintain a powerful service ethic, listening and responding to the diverse needs of our customers.

**[Össur development team to create, based on provided page templates].**

**FAQ**

**Header**

**[IMAGE]**

HEADLINE: **DON’T LET KNEE PAIN HOLD YOU BACK**

BODY: **Ask questions, find solutions, and get on with life’s big adventure!**

This section takes you through a few of the more frequently-asked questions from people experiencing knee osteoarthritis and the pain that accompanies this condition.

**FAQ Panel**

**TREATMENT APPOINTMENTS BRACES** non-surgical options getting a brace why and how to use

**[FAQs]**

**TREATMENT**

**NON-SURGICAL OPTIONS**

*Although no cure currently exists for osteoarthritis (OA) of the knee, several non-surgical treatment options are available to help alleviate the pain and allow you to get on with your life.*

**Is bracing an option for knee OA?**

There are certain braces that apply corrective forces to the leg to take pressure off areas where the arthritis is at its worst. In the past, these tended to be fairly bulky devices, but now there are lightweight, easy-to-use braces such as the Unloader One and Unloader FIT, specifically designed for knee OA and clinically proven to help with the pain. Bracing can also be used in conjunction with other forms of treatment, such as exercise and weight loss programs, injections and physical therapy.

**Can physical or occupational therapy help?**

If your doctor thinks that massages and/or exercises may help, they can refer you to a physical therapist, who can work with you on an exercise program tailored to your needs.

If you would benefit from things like a higher chair or toilet seat (so you don’t have to bend your knees so much), you may find it useful to talk to an occupational therapist, who will know all about special devices to make home and work life easier and less painful.

**What about medication and injections?**

Medication is used primarily to control the symptoms of knee OA, especially the pain. There are a number of prescription drugs and common over-the-counter-medicines that can help. These include aspirin-free pain relievers (paracetamol), anti-inflammatory drugs and creams, corticosteroids (steroids may help control inflammation) and sleeping pills.

Pain can gradually get worse as the OA progresses, so sometimes stronger drugs are prescribed. However, the long-term nature of OA means that taking stronger medication over a long period of time may lead to unwanted side-effects, something that needs consideration.

Injections of hyaluronic acid (found naturally in healthy joints) can also be used to provide temporary relief, while anesthetics with an anti-inflammatory ingredient (commonly cortisone) may help to relieve the pain by numbing the knee. These kinds of injections are well-established treatments, but the results can vary from patient to patient.

**Should I exercise and manage my weight?**

If you can lose any surplus body weight, you will help to ease the pain because the stress on your knee is reduced. Regular exercise can help to achieve that. It can also improve your strength and flexibility, which will help to increase movement and potentially reduce the pain.

It’s important to include joint and muscle exercises, but AVOID high-impact activities that increase the load on your knee as much as possible – climbing lots of stairs for example. Avoid activities that involve twisting or rapid stop/start movements. Try not to kneel down too much, or lift heavy objects. Don’t sit down too often on low chairs or sofas. And if you do have to do any of these things, remember to take a break and give your joints a rest.

**APPOINTMENTS**

**GETTING A BRACE**

*Getting an Unloader brace is a relatively straightforward process. You can get clarification on insurance coverage or any potential cost prior to making any commitments.*

**What steps should I follow to get an Unloader brace?**

**1. Get a prescription**

First, you will need to visit your doctor for a confirmed diagnosis of knee osteoarthritis (OA), typically medial or lateral unicompartmental knee OA. It is worth taking, or emailing a copy of the Unloader product page from this website, so that your doctor can check if this treatment is right for your needs.

**2. Find a practitioner**

Once you have a prescription for an Unloader brace, you need to contact an orthotist/practitioner in your area who can fit you. Your doctor may have a recommendation or referral. Alternatively, you can find a practitioner using our online facility. It is always advisable to use a qualified practitioner for initial fittings.

**3.** **Check costs prior to making a commitment**

Once you have located a suitable practitioner, have them verify your medical insurance coverage before you make any commitments, so that you are aware of any potential out-of-pocket costs before purchasing the brace.

**4.** **Get fitted properly**

A good fit is essential for comfort and effective knee OA pain relief. The practitioner will ensure that a) the brace is fitted correctly, and b) you know how to use it to best effect before you leave. It is advisable to bring a pair of shorts to the fitting so that the practitioner can fit the brace correctly. And don’t forget your insurance card.

**BRACES**

**WHY AND HOW TO USE**

*An Unloader brace that has been correctly fit by a practitioner is easy to maintain, and when used properly, can alleviate the pain caused by knee osteoarthritis (OA).*

**How many hours per day should I wear my Unloader brace initially?**

It is recommended that you build up the time spent wearing the brace gradually during the first three weeks. In the first week, two hours per day is the recommended maximum length of time. In the second week, you can start to wear your brace for up to four hours per day. By the third week, you can wear your brace for six to eight hours per day, or as needed.

Your practitioner can explain more when fitting the Unloader, and you will receive a patient guide to take home with you.

Please refer to the [patient guide](http://www.ossur.com/library/35833) for additional information.

**Going forward, how long should I use my Unloader brace for?**

This will depend on many factors. Some individuals wear their brace to remain active and delay the need for surgery as long as possible, while others wear it to become healthier surgical candidates. Talk to your doctor about your aspirations and goals for the use of your Unloader brace.

**How does an Unloader brace work?**

The Unloader applies a gentle force that is designed to reduce the pressure on the affected part of the knee. The amount of force is adjustable, allowing you to always be in control. Easing the pressure helps to ease the pain, allowing you to use your knee normally and more frequently.

**Do the Unloader braces come in different colors?**

The Unloader One and Unloader FIT (sizes XS-XL) are available in the default gray color.

The Unloader One Custom and Unloader Custom braces are available in 12 standard colors (*see below*) or a choice of various designs.

The standard version of the Rebound DUAL brace (sizes XS-3XL) comes in a default black frame with metallic silver liner. Rebound DUAL Custom is available with a choice of five frame colors and five liner colors.

***PLEASE NOTE:***

*There may be an additional fee for custom colors. Talk to your practitioner first to check your insurance cover and potential costs. Custom designs sometimes necessitate additional manufacturing time.*

**Can I work out in an Unloader brace?**

Yes, the goal of an Unloader brace is to keep you active and help you return to the activities you enjoy. It is recommended that you wear your Unloader brace during periods of activity, whether it be sport, work or everyday activities.

**Will an Unloader brace fit under my clothing?**

Yes, all Unloader braces are carefully designed to sit comfortably against the skin and underneath clothing. By wearing it on the skin (i.e. not over your clothes), it stays in place and therefore works effectively.

**Where do I get professionally fit, ensuring optimum fit and performance?**

Talk to your doctor or find a practitioner using our online search tool.

**SUCCESS STORIES**

**Header**

**[IMAGE]**

HEADLINE: **SUCCESS STORIES**

BODY: In need of some inspiration? These stories are from people like you,

people who are determined not to let the pain of knee osteoarthritis hold them back.

**Take control and get set for the adventure ahead.**

**[Success Stories]**

**REQUEST MORE INFORMATION**

**Header**

HEADLINE: **NEED HELP?**

BODY: Unloader® knee braces should always be fit by a qualified practitioner. To find a practitioner in your area, please use the FIND A PRACTITIONER search tool. For more general inquiries or information about Unloader knee braces, please use the Customer Services contact form and we will be in touch as soon as possible.

**Form**

[First Name] [Last Name]

[Email]

[Phone] [Zip]

[Questions/Comments]

O I’m a Medical Professional O I’m a (potential) brace user

**Practitioner Panel**

HEADLINE: FIND A PRACTITIONER

BODY: Talk to your doctor about getting an Össur Unloader brace for your knee osteoarthritis. Once prescribed, visit an orthotist or use our search tool to find a practitioner near you who can get you fit with the right brace.

BUTTON: Find a Practitioner