

Back on Track's body heat reflecting therapeutic apparel is hot for horses, people and dogs.



When Bo Lofvander introduced Back on Track products to the United States, it took a while for people to get it. "Our products use no batteries, have no blinking lights and are not very expensive," says Bo. Consumers were skeptical.

Fast forward 13 or 14 years, and many of those early skeptics can and do spend their whole day and night benefiting from Back on Track's products. Ceramic fibers that reflect the body's own heat are melted into unique Welltex fabric that is now used to make therapeutic apparel for almost every body part, for people, horses and dogs.

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