

It's official - Elmore Oil is now the fastest growing topical pain relief lotion in Australia.

Yes, it's official. According to research data by AC Nielsen, Elmore Oil is the fastest growing pain relief lotion in retail pharmacy. While Elmore Oil has been around for almost 9 years, it has only been sold through pharmacy since September 2004, when it received approval by the TGA as a listed medicine.

In a report just released by respected research company AC Nielsen, Elmore Oil has rocketed up from 19th position in 2005 to an amazing 5th position in 2006. The top 4 players in the market have not changed since 2005.

Ralph Linford, the creator of Elmore Oil, now aged 79 years of age, says he is elated with the results. "I am very happy to see such dramatic growth of my product. I have always believed that Elmore Oil had qualities that no other product could match and now this proves that the Australian public agrees with me," he said.

"Just think about it ... if we have come from 19th to 5th in just one year then just imagine what could happen next year. It would be a wonderful 80th birthday present to see Elmore Oil rise up the ladder to perhaps position 2 or 3." Ralph adds.

For a product of such humble beginnings it is truly a story of David and Goliath. Sitting in first position in retail sales is Voltaren, the giant monolith with a million dollar advertising budget and corporate connections, followed closely by 3 other well known long term players. Elmore Oil has come from far more humble beginnings – invented in Ralph's kitchen nearly 9 years ago, in the tiny Victorian township of Elmore (population 900), this little Aussie battler of a product has won the hearts of thousands of Australians for one simple reason – it delivers the pain relief that it promises.

In a recent interview with Dr. David Wang, Vice President of the Chinese Medical Association in Australia, Dr. Wang spoke about one of the key ingredients in Elmore Oil and explained what he believed is the very secret behind the product. "Eucalyptus Oil has a strong penetrating effect, from a pharmaceutical aspect... doing it's part to promote circulation to assist with muscular issues," he says.

Australian Olympian, Kyle Vander Kuyp, is another Australian sportsman joining the growing list of athletes who are keen to put their name behind Elmore Oil. Vander Kuyp has heaped praise on the product, not only for its pain relieving qualities, but also for the benefit he finds with the product in aiding recovery from difficult training sessions and muscle fatigue.

"Elmore Oils' been a product that's probably been very different to a lot of stuff I've tried over the years. I use it daily when I'm training and it absorbs in through the session. I need something that goes right into the joints and I find that it's good for the session and it also has the benefit for recovery afterwards."

Vander Kuyp is not alone in his praise of Elmore Oil. Other athletes to have used Elmore Oil in their quest for pain relief and injury recovery include Australian cyclist, Zak Demspster, Aussie Wheel Chair Athlete and New York Marathon Champion, Todd Philpott and tri-athlete, Melinda Vernon.

But the greatest support of all comes from the over 55's in Australia, with close to 90% of sales of Elmore Oil going into the arthritis pain relief area. The company receives hundreds of calls and letters each year from elated customers, eager to tell their wonderful stories of pain relief.

Bob Bozelle was one of the more charismatic customers who wanted to tell his story and appears in a 60 second feature commercial relating his story of how Elmore Oil got him back playing sport after 9 knee operations including 4 reconstructions. It's the type of story that's not uncommon, says the companies Managing Director, Mark Linford.

“ I know some people wonder if the testimonials they see about products on the market are actually true. Well in our case sometimes it's downright embarrassing, we get that many good news stories we can't actually print them all, but at the end of the day it makes you feel pretty good about the field you work in and that's the most important thing.”

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