

Elmore Oil creator celebrates his 80th birthday.

Ralph Linford, the creator of the most famous topical pain reliever in Australia, will turn 80 years of age this month, when he celebrates his birthday on August 31st.

In 1998 Ralph created a natural lotion, which he named Elmore Oil, after the tiny Central Victorian town in which he lives, and in 2006 the product became the 5th highest selling topical pain reliever in Australia.

Ralph's magical lotion, which is made up of Australian essential oils of Eucalyptus and Tea Tree, coupled with olive oil and vanilla extracts, is assisting thousands of Australians to relieve the pain of arthritis, sciatica, headaches and muscular aches and pains.

The Elmore Oil Company, which is now run by Ralph's son Mark and fellow director Shayne Kellow, has taken the country by storm and now the humble lotion sells in virtually every pharmacy, health food store and sports medicine practice in Australia.

Not only is Elmore Oil a hit in Ralph's home country, but the product has been successfully exported to Hong Kong, Singapore and Malaysia and later this month the 1st major consignment will be shipped to France.

Ralph can't believe how successful the product has been and says that his 80th birthday will be a happy one. "I am so proud of how my product is helping people all around the country and now even overseas," said Ralph.

"It was a great thrill to find out last year we had become the 5th biggest selling topical pain reliever in Australia, and my 80th birthday wish is that we can get the product to even more people and help them with their pain. I love getting letters and emails from people who tell me about the wonderful relief they have experienced."

Elmore Oil was recently featured on Channel 7's current affairs program, *Today Tonight*, which sent sales rocketing up over the last few months. It all seems like Ralph might get his birthday wish and Elmore Oil could soon be Number 1 in Australia for pain relief.