



## **Lure Essentials Takes Cupping Therapy Mainstream with Launch at CVS Stores**

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Thought leader in cupping therapy cupping systems, Lure Essentials today announced product launch with the release of their user-friendly silicone EDGE cupping therapy kits at CVS stores nationwide. Lure Essentials has recently taken major steps toward ushering the ancient modality of cupping therapy into the modern era. Already a leader in cupping education and practice, the New Jersey-based company announced their renewed effort to provide a proven pain relief modality to the public. They are proud and excited to be featured in CVS stores nationwide.

"We are thrilled that an industry giant like CVS recognized the opportunity and after a 12-store test last year is now carrying our EDGE cupping therapy sets in over 500 retail stores nationwide," said Stella Rubinshteyn, co-founder of Lure Essentials. She added that the company's EDGE cupping sets can be found in the "Healthy Trends Beacon" section at any participating location.

Stella also cited this development as Lure Essentials' most recent campaign to help users improve wellbeing. "At Lure, we help people live healthy, pain-free and fulfilling lives. We developed DIY cupping systems based on the ancient wisdom of cupping therapy so that anyone regardless of age or experience

can enjoy this remarkable and miraculous modality to achieve their beauty and wellness goals. Lure Essentials disrupted the pain relief category and pioneered the trend of cupping for self-care. Over the years our brand continues to grow and we see thousands of industry professionals, healthcare practitioners, athletes, spas and the everyday home users come to rely on Lure's quality products," Rubinshteyn added.

Over the past few years, the pharmaceutical industry has seen a growing shift away from medication, as users seek to distance themselves from potentially harmful side-effects and unwanted addictions in their collective search for an all-natural health and beauty modality. Cupping therapy, an ancient and powerful natural alternative to Western medicine, promises to provide just that: an at-home, affordable non-invasive solution to body toning, cellulite, joint pain, muscle relief, post-workout recovery and more. Rubinshteyn stated that most users will benefit from the art of cupping, which has been used by professional athletes as well as consumers with sedentary and active lifestyles alike.

Consumers without a local CVS have discovered an even easier way to obtain their own Lure Essentials cupping therapy system on Amazon. Lure Essentials has partnered with the online retailer to offer remedial cupping systems for a wide range of applications, including digestive health, joint relief and facial beauty. Lure Essentials made it possible for users to enjoy the convenience to practice the healing art of cupping therapy in the privacy and comfort of their own homes.

Lure Essentials was founded by Stella and her husband, Igor. Stella stated that their acquaintance with cupping dates back to their childhood in Ukraine. The couple's grandparents used this technique to help soothe everything from pain and injury to congestion and the common cold. As adults, the couple revisited the ancient art of cupping and quickly became satisfied users, incorporating cupping into their workout recovery routines in order to alleviate pain from sports-related injuries.

Cupping traditionally is also known to help improve muscular health, defeat wrinkles, promote healthy digestion and weight loss, address facial acne and more. Anyone interested in diving deeper into the many benefits of cupping therapy can visit the company's informative blog page.

"True health begins with self-care," said Stella. "Cupping has transformed our family's lives and we want to share the secret to help transform the lives of others using this effective, ancient technique."

Lure Essentials offers a number of cupping kits on their website, as well as on the Amazon marketplace and now can be found in hundreds of CVS stores nationwide. Those interested can check the company's store locator to find a store near them. The company states that they are actively developing new and innovative products for health and beauty to help support healthy aging, address common pain and injuries and cosmetic benefits like facial rejuvenation and body fitness.

Consumers, athletes and anyone interested in the most recent news from Lure Essentials should regularly check Lure Essentials website or watch for news announcements from Lure via their press page on Press Advantage. Stella stated that all cupping kits and products created by Lure Essentials are designed to help consumers explore more natural options for pain relief, thereby relieving any unhealthy reliance on prescription or over counter medications. Those interested in learning more about their current cupping kit selection, or about any new and upcoming products, are encouraged to visit the Lure Essentials website for more information.

## About Lure Essentials

Lure Essentials is a health and wellness brand that believes that healthcare should start with self-care. Lure Essentials helps people live healthy, pain-free and fulfilling lives by developing innovative solutions based on the ancient wisdom of cupping therapy so that anyone regardless of age or experience can enjoy this remarkable and miraculous modality to achieve their health and wellness goals. Today, Lure Essentials products are used by hundreds of wellness practitioners, therapists, spas, athletic trainers, pro and amateur athletes and everyday people in over 70 countries.

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## Lure Essentials

*At Lure, we help people live healthy, pain-free and fulfilling lives. We developed DIY cupping systems use based on the ancient wisdom of cupping therapy so that anyone can enjoy this miraculous modality to achieve their beauty and wellness goals.*

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