



FOR IMMEDIATE RELEASE

Coach Soak Partners with Leading Canadian Distributor to Bring Revolutionary Muscle Recovery Soak to Canada.



Oakville, ON – Coach Soak, a pioneer in athlete-focused recovery products, is excited to announce its partnership with a prominent Canadian distributor to introduce its innovative muscle recovery soak and cream to the Canadian market.

With a mission centered on enhancing athletes' well-being and aiding in their recovery, Coach Soak has embarked on a journey to revolutionize the way athletes recuperate from muscle soreness and sports-related injuries. This partnership marks a significant milestone in Coach Soak's commitment to providing natural solutions to athletes, driven by the relentless pursuit of improved performance.

Epsom salt baths have long been a go-to choice for athletes seeking relief from muscle fatigue and discomfort. However, Coach Soak's founders, who are athletes themselves,

questioned whether there was a more effective way to expedite the recovery process. Driven by their passion for excellence, they embarked on a journey of extensive research.

Their exploration uncovered the pivotal role of magnesium in alleviating tired and achy muscles. Surprisingly, they discovered that Epsom baths, although widely used, might not be the most efficient method for the body to absorb this essential mineral. The breakthrough lay in magnesium flakes, which have been proven to offer quicker and more effective absorption than traditional Epsom salt.



Coach Soak began incorporating magnesium flakes into their recovery regimen and achieved remarkable results. Yet, their commitment to elevating athlete recovery didn't stop there. Through further research, they identified a range of potent ingredients that could enhance muscle soothing and expedite recovery, including mineral-rich sea salts and therapeutic essential oils.

This marked the beginning of Coach Soak's journey to create unique recipes that integrated magnesium flakes with these exceptional components. Countless hours were dedicated to perfecting the process, resulting in the formulation of their first-ever muscle recovery soak.

**FAST-ABSORBING
MAGNESIUM
FLAKES**

**VITAMIN C
CRYSTALS**

**MINERAL-RICH
SEA SALT**

**100% PURE
ESSENTIAL OILS**

Coach Soak stands as a small business with a profound mission. In an industry often dominated by flashy branding and high-priced athlete endorsements, Coach Soak remains dedicated to the fundamental goal of helping athletes feel better through the creation of natural products designed to aid in their recovery.

**MUSCLE
RELAXATION**

**PROMOTES
RESTFUL SLEEP**

**CONTAINS MAGNESIUM
CHLORIDE, MSM
& VITAMIN C**

**100% PURE
ESSENTIAL OILS**

This strategic partnership with a leading Canadian distributor marks a significant step for Coach Soak in making its groundbreaking products accessible to athletes across Canada. Together, they aim to redefine athlete recovery and empower individuals to perform at their best.

For more information about Coach Soak and their revolutionary muscle recovery soak, please visit <https://360athletics.com/coach-soak/>

About Coach Soak:

Coach Soak is dedicated to helping athletes and fitness enthusiasts recover faster and feel better through natural products designed with performance and well-being in mind. Their innovative muscle recovery soak incorporates magnesium flakes, mineral-rich sea salts, and therapeutic essential oils to provide athletes with a rejuvenating post-workout experience.

About 360 Athletics Inc.

360 Athletics has been the most trusted Canadian sporting goods wholesaler for more than 50 years. We pride ourselves on offering our customers the highest quality of products in these core channels: Institutional, Fitness Specialty, Commercial Fitness, Clinical, Retail, and Direct to Consumer.

For more information, check out 360athletics.com