



## West Ham United FC focus strongly on breathing – new unique collaboration with WellO2 breathing trainer

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WellO2, the innovative Finnish company, are thrilled to announce an unprecedented partnership with **West Ham United** marking a pioneering step in the English Premier League as we become the club's first Official Respiratory Supplier.



Tuomas Mattelmäki, Konstantinos Mavropanos, Aaron Creswell, Alphonse Areola & Simo Kekäläinen

Respiratory issues are becoming more common due to allergies, pollution and illness. Currently, over 500 million people around the world suffer from long-term respiratory issues and according to WHO 90% of the world's population breathe polluted air.<sup>1</sup> Even ultra-fit people are affected. A study from year 2018<sup>2</sup> also revealed that amongst top athletes, breathing problems are very common – for example, 3 in 10 elite footballers screened from top clubs across England, have exercise induced asthma (EIA). The condition was previously undiagnosed and could have impaired their on-field performance.

WellO2 has developed a revolutionary breathing device that integrates steam breathing with resistance training for strengthening the respiratory muscles. Since launching in 2016, WellO2 has gained over 100,000 active users worldwide, proving to be a highly effective, drug-free solution for maintaining and improving respiratory health.

This partnership with West Ham United introduces our acclaimed and clinically validated technology to the UK market, leveraging this significant platform to highlight the device's extensive benefits. From boosting professional athletes' performance to aiding the general public with common respiratory challenges, including asthma, acute chest infections, inflammations, and recovery from illnesses like Covid-19, WellO2 is at the forefront of respiratory health innovation in the world.

**Richard Collinge**, Performance Director at West Ham United commented the partnership as follows:

*"We look forward to working with the team at WellO2. The importance of effective breathing techniques and maximizing lung capacity when playing football cannot be understated. In working with WellO2 we are excited to explore how to best implement the WellO2 devices into the strength and conditioning program for our players."*

*"We are always open to new and innovative ways to generate improvements in player performance, and we see the relationship with WellO2 as another valuable asset in supporting the team."*



**Tuomas Mattelmäki**, CEO of Wello2, expressed his excitement about the collaboration:

*"The focus on respiratory health has gained considerable momentum in recent years. Starting as a respiratory supplier with West Ham United is a milestone achievement for Wello2 and we're excited about the potential this partnership holds for promoting respiratory well-being among athletes and the wider community. West Ham United's approach to health and performance aligns perfectly with our mission, and we're eager to see the positive impacts of our collaboration."*

*"According to a recently published study<sup>3</sup> only 5-15 minutes of daily exercise with Wello2 can produce significant improvements in lung function and alleviate several breathing related symptoms like coughing, dyspnoea, mucus accumulation and voice hoarseness. Some patients also managed to decrease their short-term pulmonary medication during the study, Respiratory muscle strength can improve by 10-20% in as little as one month, in different user groups, from asthmatics to top athletes.",* Mattelmäki adds.

Commenting on the partnership, Chief Commercial Officer at West Ham United, **Nathan Thompson** stated: *"We are delighted to be working with Wello2 to promote respiratory health among our loyal fan base. This partnership signifies our dedication to supporting our fans not only in their passion for football but also in the pursuit of a healthier lifestyle."*

As Wello2 embarks on this journey with West Ham United, we look forward to the opportunities this partnership brings for advancing respiratory health initiatives and fostering a healthier, more active community. Together, we are set to inspire and empower individuals to take charge of their respiratory health, achieving their fullest potential in all walks of life.

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Wello2 is a drug-free and clinically tested breathing exercise device from Finland that combines both the resistance training of the inspiratory and expiratory breathing muscles and warm steam inhalation. With Wello2 it's immediately easier to breathe – Wello2 breathing training comprehensively supports respiratory health and well-being by strengthening and opening lungs and airways with just five minutes of daily exercise. More than 100,000 users worldwide are using Wello2 to breathe better and feel better.

For more information, please visit [wello2.uk](http://wello2.uk) (United Kingdom) or [wello2.com](http://wello2.com) (International)

## REFERENCES

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[2] Jackson AR, Hull JH, Hopker JG et al. Impact of detecting and treating exercise-induced bronchoconstriction in elite footballers *ERJ Open Res* 2018; 4: 00122-2017 [[https:// doi.org/10.1183/23120541.00122-2017](https://doi.org/10.1183/23120541.00122-2017)].

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