

## Q & A: Kinesio Tex Gold FP vs. Kinesio Tex Classic

**Q: Why did Kinesio make a new tape (Gold FP)?**

**Was there something wrong with the current tape?**

**A:** *No. There is nothing wrong with the current tape. There have been developments and enhancements along the way to Kinesio Tex Tape since inception in 1981.*

*1986 – first time the wave pattern was introduced*

*1998 – introduced colors for color therapy, and also water resistance*

*2012 - Not a completely new tape, but integrated enhancements.*

*Skin has layers. Deepest layer of epidermis is the stem cell, and stem cell is related with healing. Initially Kinesio Tape was designed to affect the muscles, but it had more effects and as more information became available, realized that the skin was very important. FP tape can better affect the epidermis and in turn can also be more effective for the other uses and applications as well.*

*The new tape has been patented to protect against imitation, intellectual property theft, and our manufacturing completely in house provides such protection.*

**Q: What does “FP” in Gold FP stand for & why is it important?**

**A:** *Finger Print. This is important for Dr Kase’s initial concept of leaving his hand on the patient.*

*The ‘dot’ in the fingerprint is especially important because it makes the touch softer/more sensitive while enhancing the grip.*

**Q: What is meant by EDF™ Taping?**

**A:** *Epidermis, Dermis, and Fascia.*

*These are the most superficial 3 layers before then going deeper to the muscles and bones. The epidermis has 4 layers and creates the barrier to the outside world. Epidermis also has learning systems for sensory inputs. Dermis is the water layer and receives stimuli from the epidermis and senses pressure, temperature etc.*

*EDF™ Taping particularly targets neurological conditions such as cerebral palsy due to the density of neural receptors in the skin and superficial tissue layers.*

## Q & A: Kinesio Tex Gold FP vs. Kinesio Tex Classic pg. 2

**Q: Why did you keep the Kinesio Tex Classic? Or why two tapes if Gold FP is better?**

**A:** *We already know that the current tape (now Kinesio Tex Classic) is the best tape on the market, therefore we felt there was no reason to eliminate it. There may also be certain applications that the Classic tape may be preferable to the Gold FP tape.*

**Q: What better qualities does Gold FP possess that Classic does not?**

**A:** *Other than the totally re-formulated medical grade "Deep Set" adhesive, and the FP (fingerprint) design, FP also uses very high quality Japanese cotton fabric. Very fine thread and specific spandex to give the tape its unique qualities. The FP fabric is far superior to that of the Classic and is slightly lighter.*

*In addition, there is also a proprietary weave process (how the fabric is constructed and combined with the spandex) used for even more consistent and comfortable feedback and re-coil.*

*\*Due to this, Gold FP tape is at least double the cost of Classic to produce. The Kinesio Tex Gold FP was not an economic decision but an enhancement to the product for patients & further expansion of the application & effects for the Kinesio Taping Method.*

**Q: What are the major differences between the two?**

**A:** *FP has patented Finger print design*

*New adhesive in FP that is a little stronger without being too aggressive*

*Deep set adhesive in FP*

*Cotton*

*Weave process*

*Classic is only available in 4m lengths and in the 2" width variety*

*FP is available in 1", 2", & 3". And also available in 2" - 5m and Bulk/Clinic rolls*

*Cost – Gold FP MSRP \$14.99/roll (**volume priced at about \$11-\$11.50/roll**)*

*Classic MSRP \$8.99/roll (**volume priced around \$8.49/roll**)*

## Q & A: Kinesio Tex Gold FP vs. Kinesio Tex Classic pg. 3

*\*FP designed for the professional market / clinicians. It will not be available in retail stores and we will try to limit the online availability to medical wholesalers (ex. No Drug, Super or Sports Stores). Clinics, Hospitals, and limited Medical/Orthopedic stores may carry it. This distribution strategy and acceptance has been included in Kinesio USA, LLC contracts with Master Partners.*

*\*Classic will be available in retail stores both online and OTC (over the counter).*

**Q: How would I use Gold FP as compared to using Classic?**

**A:** *Both tapes can be used in the same ways in terms of application specifics (tensions etc). FP is expected to have enhanced and longer lasting effects for the same application.*

*Classic may have a slight advantage for athletic or event taping, because it is a little heavier and so might have a slightly more supportive and proprioceptive feeling for the athlete.*

**Q: Is Gold FP more expensive? How much is Classic?**

**A:** *Gold FP recommended pricing is approximately 50c more per roll than the current Kinesio Tex Gold (old). MSRP on 1 roll is \$14.99, but buying in bulk practitioners should be able to get it around \$11-\$11.50 per roll.*

*Classic is \$8.99 per roll. It is now a 4m roll, so the price has been able to be decreased. This allows us to offer authentic Kinesio Tex tape to consumers who are price sensitive and looking for a lower priced tape (some on the market are available for \$8-9/roll).*

**Q: Which tape will be used for our Kinesio Taping Seminars?**

**A:** *Kinesio Tex Gold FP will be used in seminars starting January 12, 2013.*

*\*Instructors will be sent 1 roll of Classic for each seminar so that they will have this product to show if necessary*

**Q: Is the new Gold FP Latex free? How about Classic?**

**A:** *Yes, both products are latex free (this is also now printed on the product packaging).*

*\*Also gluten free and adhesive is medical grade, acrylic based and hypoallergenic.*

## Q & A: Kinesio Tex Gold FP vs. Kinesio Tex Classic pg. 4

**Q: Can you apply Gold FP & Classic together?**

**A:** *Yes, the two tapes will not conflict with each other.*

*\*May choose to use Gold FP for the superficial/neurological effects and overall Rehab applications and Classic for more supportive applications.*

**Q: Which tape is recommended for day-to-day patient taping?**

**A:** *Kinesio Tex Gold FP is recommended for medical and rehab settings. For sporting applications Classic may have some slight advantages. However Gold FP works fine.*

**Q: Will Gold FP be available to end users/patients?**

**A:** *It will not be available in stores or OTC online for retail market. However, clinics will be able to sell to patients and Medical online stores are acceptable.*

*\*Gold FP will also be available on the Kinesio website.*

**Q: What does 5 meters vs. 4 meters mean for applications/cost?**

**A:** *1-2 applications difference. Most of our applications use 2-3 strips of tape, therefore 6-8 applications in a 5M roll (5-6 in 4M).*

**Q: Which tape are the fancuts & precuts made from?**

**A:** *Currently they are made using the Classic tape.*

*\*in the future we may make fancuts from the Gold FP tape*

### **GOLD FP CONCEPTS/TERMINOLGY QUESTIONS:**

**Q: What is "Nano Touch" Stimulation?**

**A:** *Nano Touch relates to the effect of Kinesio Taping at the cellular level. Touch is acting on the epidermis. Dr Kase believes that the FP tape will be more effective at stimulating tissues at this level due to the updated FP wave pattern and the slightly lighter weight material.*

*\*Gold FP Tape is able to conform to the skin better and create micro stimulation.*

## Q & A: Kinesio Tex Gold FP vs. Kinesio Tex Classic pg. 5

**Q:** What does “Deep Set” adhesive mean?

**A:** *Adhesive is set into the fabric as opposed to just lying on the surface. It describes a unique and patent pending manufacturing process for interlocking with the fabric.*

**Q:** What is “Micro-Grip” hold?

**A:** *The way in which the deep set adhesive works with the finger print pattern. Much like if palming a basketball is made easier if more grip/grooves are placed on the ball. Your hand size does not need to be larger, nor your strength. Your hold or grip is improved with the design & adhesive process in the Kinesio Tex Gold FP product.*

*\*Also less adhesive per square inch is used in Gold FP than in Classic and also more ventilation per square inch. This makes it more breathable and more comfortable*

*So, less adhesive but Gold FP still has a better hold due to the” Micro-Grip” concept*

### IMPORTANT FINAL NOTES:

*2 different adhesives – both medical grade but they are different. So if a patient has an adverse reaction to one of the tapes, there is now an option to try an alternative.*

*Slightly lighter weight of Kinesio Tex Gold FP requires **extra care and attention** in order to not to over-stretch the application.*