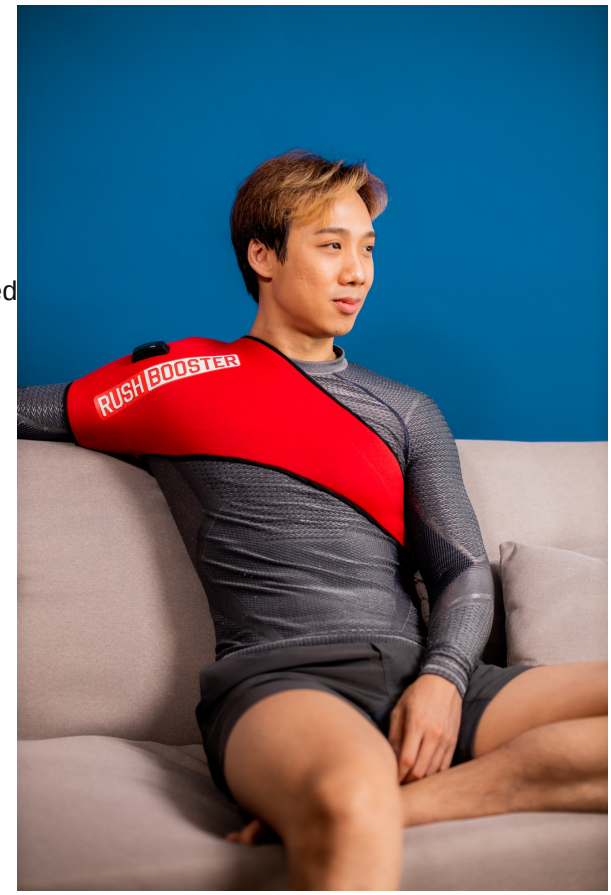
RUSH BOOSTER

Rush Booster

PEMF recovery product developed for commercial rollout



A new sport-focused recovery concept built around **PEMF** (Pulsed Electromagnetic Field) technology. Rush Booster has been developed as a practical, wearable format for athletes, active consumers and performance-led wellness users seeking a convenient, non-invasive support tool for recovery and everyday use.

Ian Rush, Liverpool FC legend, is fronting the commercial vision behind the brand and its positioning for sport, recovery and premium consumer rollout.

"Rush Booster is designed to bring practical recovery technology into an easy-to-use product format for sport and daily life."

Built for sport. Styled for rollout. Positioned for recovery.

This brief is intended as a concise commercial overview for partners, distributors, clubs, clinics and investors.

Product Overview

Rush Booster is being positioned as a premium PEMF wearable range with multiple body-zone applications, including shoulder, knee, ankle and lower-leg formats. The concept is simple: make recovery-support technology easier to use, easier to wear and easier to commercialise across sport, travel and consumer wellness channels.

- Wearable form factors created for real-life use at home, on the move or after training.
- Sport-led branding and visual identity suited to athlete ambassadors, clubs and retail presentation.
- Non-invasive PEMF format designed around convenience, repeat use and broad consumer appeal.
- Commercial flexibility across direct-to-consumer, sports distribution, rehab settings and gifting/licensing opportunities.

Why PEMF matters

NASA Technology Transfer describes a NASA Johnson Space Center PEMF device developed to help alleviate cartilage degradation in synovial joints by promoting growth of new cartilage. NASA's published overview also notes that these therapies are non-invasive and based on tuned magnetic-field characteristics such as frequency, waveform and duty cycle, with low-frequency testing ranges reported between 6 and 500 Hz.

Commercial message: Rush Booster translates high-interest PEMF technology into a consumer-ready sports brand with strong visual identity, multiple wearable use-cases and scope for ambassador-led growth.

NASA adviser background

The adviser referenced in your materials appears to be **Nathan Eskue**. Public profiles describe him as an aerospace academic and industry specialist who has worked for NASA, Raytheon and Northrop Grumman for more than twenty years. TU Delft lists him as Associate Professor in the Faculty of Aerospace Engineering, while University of Advancing Technology material describes him as a former NASA program manager with extensive experience in aerospace, manufacturing, AI and rapid prototyping.

Positioning points for rollout

- **Sports recovery:** club partnerships, athlete ambassadors, post-training routines and travel recovery kits.
- **Consumer wellness:** premium at-home recovery product with simple visual differentiation from generic devices.
- **Clinic/rehab channel:** opportunity to present Rush Booster as a branded wearable support tool in performance environments.
- **Media story:** combines Ian Rush's sporting credibility with a science-led PEMF narrative and strong product visuals.

Suggested market narrative

Rush Booster is a sport-led PEMF brand created to make recovery technology more wearable, more visual and more commercially scalable. The product range is designed to connect performance, wellbeing and convenience in a format that can appeal to professional sport, active consumers and retail partners alike.

Sources used for this brief: NASA Technology Transfer, "Noninvasive Therapy for Cartilage Regeneration (MSC-TOPS-96)"; TU Delft staff/research profile for Nathan Eskue; University of Advancing Technology articles describing Nathan Eskue's NASA and aerospace background.