



Media Release

For Immediate Release

Tiger Balm® sponsors “Jaded and Balming Tiger present: The Tiger Den at SXSW 2023”

San Francisco, 15 March 2023 – Prince of Peace Enterprises, Inc., the sole United States distributor for all Tiger Balm® pain-relieving products, is proud to announce Tiger Balm’s sponsorship of “Jaded and Balming Tiger present: The Tiger Den at #SXSW 2023”. The festival, hosted by American entertainment company Jaded, will take place in Austin, Texas, on March 15 and will bring together some of the best emerging Asian artists in the music industry.

Tiger Balm, a brand with an Asian DNA and heritage, is excited to be a part of this vibrant event that supports the growth and recognition of the Asian arts scene. The festival will feature performances by Korean alternative K-pop group Balming Tiger and Singaporean artist Shye, among many other talented musicians.

Research studies have demonstrated the value of music as an additional complementary non-pharmacological intervention for better pain management for both acute and chronic pain. Music can influence the pain perception and the pain threshold. Individuals with chronic pain often have a poor quality of life and music could help them to regain their sense of independence and, thus, improve their lives.^{1,2} Tiger Balm is committed to supporting our consumers to rise above pain and get back to living.

In addition to its support for the festival, Tiger Balm will also be celebrating the 100th anniversary of its iconic hexagonal jar. This jar has been a symbol of quality and effectiveness for a century, and Tiger Balm is proud to continue its tradition of providing fast, effective pain relief for millions of people around the world. Visit [TigerBalm.com](https://www.TigerBalm.com) to find out more about this legendary brand. Tiger

Balm has a rich heritage of over 100 years and continues to appeal across all walks of life and different generations of consumers. It has a diverse range of products to cater to the different needs and preferences of consumers.

SXSW is one of the largest and most influential music festivals in the world, attracting tens of thousands of music fans from all over the globe. Tiger Den promises to be a must-see event for music lovers, with a lineup of talented artists and a lively atmosphere that will make this a festival to remember.

“We are thrilled to sponsor the Tiger Den music festival at #SXSW 2023 and support the Asian arts community,” said a Tiger Balm spokesperson, Keeth Chua, General Manager of Haw Par Healthcare. “From an Asian home remedy in a little jar to a global brand that transcends culture and geography, Tiger Balm’s journey mirrors that of our Asian artists. There is no better place to celebrate the 100th Anniversary of our iconic hexagonal jar than at this energetic gathering.”

For more information, please visit the Tiger Balm website or follow us on social media.

#TigerBalm #WorksWhereItHurts #musicnews #music #jadedpresents #balmingtiger #tigerden #sxsw2023 #sxsw

Tiger Balm: Trusted by millions for over 100 years, Tiger Balm is a world-renowned topical pain relief brand offering a range of products that provide fast, effective relief from a variety of aches and pains. With a tradition of quality and effectiveness, Tiger Balm has become a trusted name for millions of people around the world. For more information on where to purchase Tiger Balm Ointment, Tiger Balm Patch, Tiger Balm Neck & Shoulder Rub, and Tiger Balm Muscle Rub, please visit our store locator at <https://www.tigerbalm.com/us/where-to-buy>

About Jaded: Jaded is an entertainment company dedicated to Asian youth culture. The company produces original content, provides creative, marketing and strategy services, and presents live events that champion the most talented rising Asian artists from around the world. Jaded works in partnership with brands and artists to tell stories and create experiences that reframe modern Asian culture for a new generation.

About SXSW: SXSW is a renowned music, film, and interactive festival that takes place annually in Austin, Texas. Since its inception in 1987, SXSW has become one of the largest and most influential

festivals in the world, attracting thousands of musicians, filmmakers, and technology experts from around the globe.

Limited References:

[1] Timmerman H, et al. (2023) The effect of preferred music versus disliked music on pain thresholds in healthy volunteers. An observational study. PLoS ONE 18(1): e0280036.

[2] Holden R, Holden J. Music: a better alternative than pain? Br J Gen Pract. 2013 Oct; 63(615):536.

About Tiger Balm U.S.

Prince of Peace Enterprises, Inc. (<http://popus.com>) introduced Tiger Balm brand to the United States market in 1986 and has been the sole licensed U.S. distributor for all Tiger Balm products since. Prince of Peace is headquartered in San Francisco Bay Area, CA, with additional brand offices in New Jersey, Los Angeles, Hong Kong, and Guang Zhou China.

Source: Prince of Peace Enterprises, Inc.

Additional Images:



About Prince of Peace

[View Website](http://popus.com)

Prince of Peace Enterprises, Inc. introduced Haw Par Healthcare Ltd., Tiger Balm brand to the United States mainstream market in 1986 and has been the sole licensed U.S. distributor for all Tiger Balm products since.



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