

# IcePower Cold Gel

## One product, several ways to use!

IcePower Cold Gel is a non-prescription, pain relieving menthol formula, providing fast and long acting relief from aches and pains. It also reduces swelling in soft tissue and joint injuries and disorders, promoting the anti-inflammatory process and body's natural healing power. IcePower Cold Gel relieves muscle tension and contributes to the recovery of the muscles after exertion. IcePower cold gel can be used by children and during pregnancy.

In acute injuries apply a visible amount of gel on the injured area for 3 to 14 days at 3-6 hours intervals. In other cases apply as needed.

Packaging sizes 20, 75, 150, 400 ml and Roll 75 ml

### Use IcePower cold gel:

- sprains and strains
- muscle tension
- bruises and repetitive stress injuries
- neck, shoulder and back pains
- joint pains
- rheumatic pains
- growing pains
- relief of swelling



### IcePower Roll

IcePower cold gel in a handy Roll-tube! Roll-tube enables easy and convenient self-treatment of back and neck – treatment can be repeated regularly, and best results are achieved.

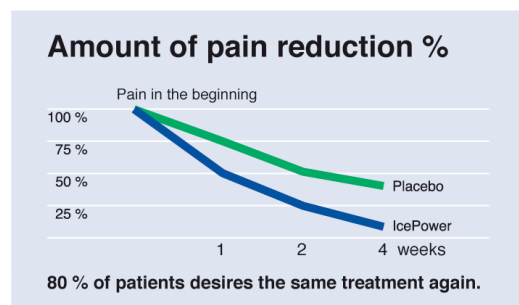
- Can be used discreetly most everywhere, enabling acute treatment and non-interrupted follow-up treatment – healing time is reduced.
- Dispersion from a ROLL-tube enhances absorption of the gel – fast and effective.
- Safe and motivating treatment also for children.

Packaging size 75 ml



### Scientifically proven effect\*

The effect of clinically tested IcePower Cold Gel begins almost immediately and lasts for two to three hours. Thanks to its natural ingredients and low risk of allergy, gel can be used daily. Gel can also be used simultaneously with other pain medication.



### Pain and cold treatment

Pain tolerance and the way of experiencing pain varies between individuals and their circumstances. People can feel pain by almost any part of the body; skin, muscles, joints, connective tissues or bones and experience it as a superficial or deep pain. It can also be classified as acute, which indicates disorders in the body. Some typical cases are strains, ruptures, low back pain, and stress injuries. Sometimes pain becomes chronic, such as aches resulting from monotonous stress and tension, arthritis, eg. rheumatoid arthritis, or neuropathic pains due to nervous injury or disorder. Naturally, various cases need different preparations to achieve beneficial results in pain management and relieving symptoms.

The IcePower Cold Therapy consists of total line of non-prescription analgesics – providing fast and effective relief of pain – both for acute and chronic pain and inflammation management.

IcePower Cold Therapy affords fast activation of peripheral pain sensory receptors and nerve tracks, which are able to block the pathway through which pain passes from the spinal cord level to the brain; the sensation of pain is simply displaced by cold, and also surrounding muscles will be relaxed. At the same time brain transmits orders to the body to produce endorphins, which promotes healing process. In most cases pain is accompanied by inflammation. This is normally indicated by local fever and redness, swelling and sensitiveness to touch.

IcePower product line induce a moderate reduction of tissue temperature, whereby the treatment may be continued, without a risk of hypothermia, to prevent and restrict swelling, relieve muscle tension, reduce haemorrhage and effectively suppress inflammation.

\*) Airaksinen et al.: Prospective Randomized Controlled Trial of the Effectiveness of Cold Gel: American Academy of Physical Medicine and Rehabilitation 9/2001; Archives of Physical Medicine and Rehabilitation 82:1326, 2001; Airaksinen et al.: Double-blinded Trial of the Efficacy of Cold Gel with soft tissue injuries ISAP, San Diego 8/2002.