Using Ice Power before and after training

v100220

Muscle care is an important part of training for all athletes. Good muscle care promotes muscles' recovery from stress and reduces the occurrence of injuries. Make Ice Power products a part of your muscle care routine before and after training to get the most out of your workout!

When used before training, Ice Power promotes muscle function and performance

In exercise and goal-oriented training, it is important for performance to be good right from the start of the workout and throughout the entire training session[1]. Good preparation for a workout requires a careful warm-up, but this can be enhanced by rubbing Ice Power Cold Creme into the muscles 15 minutes before a workout. Ice Power Cold Creme is a cream-based cold treatment product that is pleasant to apply and leaves no sticky residue on the skin.

After applying Ice Power Cold Gel, the skin will feel pleasantly cool as its surface temperature drops by around 5-7 degrees[2]. The skin-cooling effect of the menthol in Ice Power products is accompanied by increased surface circulation within 15-30 minutes and increased cutaneous blood flow for almost an hour in the area to which Ice Power is applied[3, 4].

The increased circulation means that the body is more prepared for rigorous training or even for a competitive performance[1]. Ice Power helps to improve training preparedness and response. Ice Power Cold Gel is worth using for sporting activities lasting over an hour to keep your preparedness for training/competing high throughout your performance. The physical cooling effect of menthol helps you to perform better throughout your workout.

When used after training, Ice Power accelerates recovery and reduces muscle soreness.

Rapid recovery after rigorous exercise is an important part of training. Post-workout recovery can be enhanced by cooling down after training and applying Ice Power Cold Gel or Creme to the skin after showering.

The increased blood flow caused by the physical cooling effect of the menthol enhances the body's own healing mechanisms[5] and promotes recovery.

Research shows that using menthol gel or cream for muscle soreness after rigorous training reduces the sensation of pain and muscle soreness, and improves muscle strength[6].

If your training was rigorous or your muscles feel tender, Ice Power Cold Gel or Creme can be re-applied around two hours after the workout and in the evening before going to bed. If your muscles are sore or tender in the following days, Ice Power Cold Gel can be used 2-4 times a day for as long as the symptoms persist.

The increased circulation accelerates recovery, relaxes tense muscles, and relieves sensation of pain and tenderness. The menthol and ethanol in Ice Power Cold Gel lower the skin's temperature, which provides pain relief by altering the sensation of pain in the muscles.

Ice Power can be used several times a day locally on the area you wish to treat. Menthol's pain-relieving effect begins rapidly and is effective. Ice Power Cold Gels and Creme provide non-pharmacological pain relief and are therefore a suitable method to relieve sensation of pain and tenderness for a wide range of people.

Ice Power Cold Gel promotes recovery from injuries [7]

Ice Power Cold Gel has been scientifically proven to reduce the sensation of pain and contributes to recovery from soft-tissue injuries. One of the world's first scientific studies of the effects of cold gel in the treatment of soft-tissue injuries has been published in Finland.

[1] Gillis DJ, Vellante A, Gallo JA, D'Amico AP. Influence of Menthol on Recovery From Exercise-Induced Muscle Damage. J Strength Cond Res. 2018 Aug 29. doi: 10.1519/JSC.0000000000002833. [Epub ahead of print]

[2] Airaksinen O. et al: The Cold Gel effects verified by thermal skin sensors and simultaneous dynamic thermography. World Institute of Pain, 4.–6.2.2012

[3] Craighead DH & Alexander ML. Topical menthol increases cutaneous blood flow. Microvasc Res. 2016;107:39-45.

[4] Hunter AM, Grigson C, Wade A. Influence of topically applied menthol cooling gel on soft tissue thermodynamics and arterial and cutaneous blood flow at rest. Int J Sports Phys Ther. 2018;13:483-492.

[5] Juergens UR, Stöber M, Vetter H. The anti-inflammatory activity of L-menthol compared to mint oil in human monocytes in vitro: a novel perspective for its therapeutic use in inflammatory diseases. Eur J Med Res. 1998 Dec 16;3(12):539-545.

[6] Stefanelli L, Lockyer EJ, Collins BW, Snow NJ, Crocker J, Kent C, Power KE, Button DC. Delayed-Onset Muscle Soreness and Topical Analgesic Alter Corticospinal Excitability of the Biceps Brachii. Med Sci Sports Exerc. 2019 Nov;51(11):2344-2356.

[7] Airaksinen OV, Kyrklund N, Latvala K, Kouri JP, Grönblad M, Kolari P. Efficacy of Cold Gel for Soft Tissue Injuries; A Prospective Randomized Double-Blinded Trial. Airaksinen et al. The American Journal of Sports Medicine, Vol. 31, No. 5, 2003