



No. 1 Selling Topical Analgesic in the US!



**BIOFREEZE**<sup>®</sup>

COLD THERAPY PAIN RELIEF

### Long lasting pain relief for up to 4 hours!

Biofreeze is the Number 1 recommended topical pain reliever by hands-on healthcare professionals. Biofreeze products use the cooling effect of menthol, a natural pain reliever, which penetrates quickly to sooth minor muscle and joint pain. Biofreeze products help manage discomfort by offering a variety of benefits that assist in therapy, pain relief, exercise, training and overall comfort. Long lasting pain relief for up to 4 hours.

### Biofreeze<sup>®</sup> helps relieve pain from:

- ✔ Muscle aches and spasms
- ✔ Pain in waist, back, shoulder, neck, knee, hip, elbow and ankle
- ✔ Arthritis and tendinitis pain
- ✔ Sore muscles
- ✔ Pain from injury during sports and exercise
- ✔ Painful sprains, strains, bumps, pulls and bruises
- ✔ Recommended by Physiotherapists and Chiropractors for over 25 Years.
- ✔ Penetrates quickly to relieve aches and pains for up to 4 hours.
- ✔ Refreshing menthol scent and non-greasy application.

### Ingredients

Isopropyl Alcohol, Menthol & Herbal Extract (Ilex Paraguariensis). Camphor, Carbomer, Glycerine, Methylparaben, Propylene Glycol, Silicon Dioxide, Water, Triethanolamine, FD&C yellow #5, FD&C blue # 1.

**BIOFREEZE**  
Pain Relief Gel Roll-On 82g (3oz)



The Biofreeze Roll-On is ideal for hands-free, trigger point application to sore muscles.

Proprietary formula made with USP-grade ingredients.

**ARTG**      AUST R 247974

**BIOFREEZE**  
Pain Relief Gel Tube 110g (4oz)



The Biofreeze Tube is particularly well-suited for massage applications on larger muscle areas that may benefit from a hands-on approach.

Proprietary formula made with USP-grade ingredients.

**ARTG**      AUST R 247972

# COLD. HARD. FACTS.

Biofreeze reduced neck pain nearly twice as much as ice<sup>1</sup>

Biofreeze reduced muscle soreness 63% more than ice<sup>2</sup>

Arthritic knee pain reduced by 27-37% with Biofreeze<sup>3</sup>

1Bishop B et al. 2011. Effects of Biofreeze vs. ice on acute, non-complicated neck pain (Abstract) Clinical Chiropractic 14(4):153-54. 2Johar P. et al 2012. A comparison of topical menthol to ice on pain, evoked tetanic and voluntary force during delayed onset muscle soreness. Int J Sports Phys Ther. 2012 Jun;7(3):314-22. 3Brosky JA et al. 2012. Effect of 3.5% menthol gel on knee pain and functioning in patients with knee osteoarthritis (Abstract) J Orthop Sports Phys Ther 42(1):A106-7.

## How it Works?

Whether it's an overworked muscle, a chronically achy back or the fitful discomfort of arthritis, pain affects millions of Americans every day. Biofreeze is a topical analgesic that uses the cooling effect of menthol, a natural pain reliever, to soothe minor muscle and joint pain. It penetrates quickly, offering relief through cold therapy. For this reason, it's especially effective for use in conjunction with hands-on health care such as chiropractic, massage and physical therapies, and podiatry.

We invest in scientific research in order to best understand how to help people relieve pain. The science behind Biofreeze is a dual approach to pain relief, based on the following theories:

### Gate Control Theory

As outlined in The Science of Pain, special receptors are responsible for sending pain signals to the brain by way of the spinal cord. When Biofreeze is applied to a painful area, it's thought to create a cold sensation that overrides these pain signals.

### Stimulation of Cold Receptors

When Biofreeze is applied, menthol binds with temperature-sensitive receptors in the skin. Activating these receptors is thought to modulate pain signals through the body's natural pain relieving systems. This mechanism works similarly to ice, but with additional benefits. USP\*- grade ingredients for proven analgesic effectiveness.

## Cold Therapy Benefits

Cold therapy – or “cryotherapy” – is the practice of applying something cold to the source of pain. For years, cold therapy has been used to reduce pain, swelling and nerve activity using ice, cold packs, and ice baths. Now, topical cold therapy pain relievers like Biofreeze offer additional benefits.

### Biofreeze vs Ice

Ice is the original cold therapy solution. Like Biofreeze, it reduces arterial blood flow to the applied area, while increasing circulation in the skin. There are some disadvantages to ice, however, such as stiffness, skin irritation, temporary pain and numbness, and the fact that it requires inactivity during application. Biofreeze offers the benefits of ice, and more. In a study of Biofreeze vs ice on acute uncomplicated neck pain, Biofreeze was found to be:

- Nearly twice as powerful in relieving pain
- Substantially more comfortable and convenient
- Longer-lasting in 9 out of 10 patients
- Generally preferred