Sore muscles?
Feel the Ice Power

Ice Power
– Clinically proven efficacy*

There is a difference between cool and cold

**Cold:** ice, cold packs

- For acute pain and first aid
  - Sport injuries, bruises, burns
  - Apply 15–20 min, repeat treatment at every half hour
  - Risk of frostbite: Ice crystals in the tissues damage cell membranes and small blood vessels

**Cool:** cold gels and sprays

- For muscle pain, recovery after sports and soft tissue injuries
  - Decreases skin temperature 5–7°C
  - Controlled cooling without the risk of frostbite
  - Apply on desired area 3–4 times daily

Optimal long-acting cooling effect is achieved with Ice Power Cold Gel

Optimal lasting cooling effect is achieved with Ice Power Cold Gel without strong counterreaction compared to traditional cold (ice, cold packs).
There is a difference between cool and cold.

Several thermographic studies show that Ice Power Cold Gel decreases skin temperature by 5–7°C. The physical cooling effect of menthol and ethanol is longer than with traditional cold therapy, and therefore pain relief is more effective.

Change of the skin temperature after applying Ice Power Cold Gel*

Several thermographic studies show that Ice Power Cold Gel decreases skin temperature by 5–7°C. The physical cooling effect of menthol and ethanol is longer than with traditional cold therapy, and therefore pain relief is more effective.

Ice Power Cold Gel – effective pain relief

+ Ice Power Cold Gel has the certain combination of ethanol and menthol.
+ This combination of ethanol and menthol produces the cooling sensation and decreases skin temperature approximately 5–7°C (see page 3).
+ The skin temperature decreases to 25–28°C when TRPM8 receptors physiologically activate (see thermal sensor figure).
+ Cool and menthol sensitive receptor TRPM8 belongs to the group of thermoregulation receptors and also affects pain signaling, which makes the pain sensation more tolerable.
+ Affects pain transmission and modulation also at the spinal cord level.
+ The cooling effect of Ice Power Cold Gel first decreases blood flow, then after 15 minutes, blood flow starts to increase due to the effects of the menthol.

### Pathophysiologic effects of cooling therapy

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The effects of cooling on pain

Pain and temperature information is transmitted to the central nervous system, spinal cord and brain via small nerve fibres. For example, tissue damage activates the nociceptors to send signals by peripheral nerves through the spinal cord to the brain. (See next page.)

Cool therapy activates the TRPM8 thermoreceptors to transmit the sensation of cold via the same nerve fibres as the nociceptors bring pain signals. After the afferent information has been processed in the spinal cord and in the brain, pain becomes more controlled.
Pain and temperature information travelling to the spinal cord and the brain.

- Pain signal
- Spinal cord
- Temperature sensitive receptor, TRPM8
- Pain receptors
- Skin
- Brain
Ice Power Cold Gel – scientifically proven efficacy in treating soft-tissue injuries

The clinical study made with Ice Power Cold Gel shows that it relieves pain and speeds up recovery in soft-tissue injuries when using it regularly for two weeks after injury. Seventy-four patients with sports-related, soft-tissue injuries were randomly assigned to the active Ice Power Cold Gel and the placebo gel groups. Gel was applied four times a day for 14 days.

According to the study, the use of Ice Power Cold Gel for two weeks is more effective than placebo gel.

Statistically significant difference between the groups during weeks 1, 2, 4 (p<0.001).

Conclusion: Ice Power Cold Gel therapy provided an effective and safe treatment for sports-related, soft-tissue injuries.

80% of patients in the Ice Power group desire the same treatment again.

How to use Ice Power Cold Gel

Spread a visible amount of Ice Power Cold Gel regularly 3–4 times daily on pain area as long as needed. Let the gel absorb, don’t massage!
Ice Power
Cold Gel

Safe and efficient relief for muscle pain

+ Appropriate formulation for all family use
+ Active ingredients: menthol and ethanol
+ Clinically proven efficacy!*

Use Ice Power Cold Gel for:

+ Muscle pain
+ Neck, shoulder and lower back pain
+ Recovery after sports
+ Treatment of soft tissue injuries

Ice Power product line includes a wide range of cold and cool treatment products. Ice Power products are made in Finland and have been on the market for over 20 years.

More about Ice Power products:
www.icepower.com

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