



For fast pain relief

**ICE[®]
POWER**

Ice Power

– effective cold therapy for everybody

Cold therapy is an old and widely used treatment for both muscular pain and acute injuries. Cold treatment has several effects: it reduces internal bleeding and production of inflammation substances as well as reduces swelling and limits the trauma area. Ice Power Cold Gel effectively releases muscle tension and speeds up recovery in injuries and muscle exertion. Ice Power Cold Gel is a safe long term cold treatment for the whole family; it reduces the tissue temperature approximately 5-7 degrees for a period of up to three hours. Ice Power Cold Gel provides moderate long acting reduction of the temperature without risks of counter reactions or frostbites – so it offers an opportunity to use the benefits of cold treatment as long as needed. Ice Power Cold Gel is a safe choice for children as well and it can also be used by pregnant women and during breast feeding.

One product with several uses:

- Strains, sprains, sport injuries
- Haemorrhage and bruises
- Neck-, shoulder and lower back pain
- Muscle tension
- Children's growing pain
- Minor burns and sunburns
- Stress pain, muscle tension
- Rheumatic pain
- Reduce swelling



fysioline

Fysioline Oy, Pharma
Arvionkatu 2, FI-33840 Tampere
+358 3 2330 300
Made in Finland

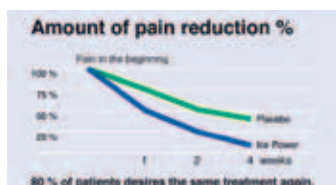
Ice Power Cold Gel

– scientifically proven effect

Ice Power is the original cold gel that quickly and effectively relieves pain and inflammation. Spread the gel onto the desired areas at 3-6 hours intervals, or as required.

Scientifically proven effect*

The long term cooling effect of clinically studied Ice Power Cold Gel begins almost immediately after application. The gel can also be used simultaneously with other medication.



*) 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

Pain and cold treatment

Pain tolerance and the way of experiencing pain vary between individuals and the circumstances. People can feel pain in 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. In many cases pain is accompanied by inflammation. This can be indicated by local fever and redness, swelling and sensitiveness to touch.

Physiological effects of cold therapy

Cold therapy has a clear pain reducing, analgesic influence because it bolts pain receptors and slows down nerve's conducting speed. Cold releases muscle tension also with so called regional knock-on effect. The pain becomes controlled because cold stimulates person's own opioid production and slows down pain impulses in the nervous system.

Ice Power Cold Therapy consists of total line of nonprescription analgesics – providing fast and effective relief of pain – both for acute and chronic pain and inflammation management. Ice Power Cold Gel induce a moderate reduction of tissue temperature, whereby the treatment may be continued without a risk of hypothermia or counter reactions, to prevent and restrict swelling, relieve muscle tension, reduce haemorrhage and effectively relieve inflammation.

Ice Power helps to relieve the painful muscle tension caused by working with computer

Today's excessive work with computers often causes problems to neck and shoulders as well as to fingers, wrists, elbows and spinal region. Static and sitting lifestyle together with poor ergonomics and weak physical form can easily lead to complaints caused by strain. Stress derived complaints are usually caused by organism's response to excessive load and quite often the outcome is some kind of inflammatory reaction in soft tissues or joints. Pain reflects to the surrounding areas and by increased muscle tension causes also problems in ergonomics and mobility. If these complaints are not treated, one can fall into quite troublesome vortex of malaise.

Pain in neck and shoulder area

Pain in neck and shoulder area is often caused by bad ergonomics and weak posture muscles. Wrong posture weakens blood circulation in muscles, which causes muscle tension. Continuous ischemia generates inflammatory reaction in muscle. To improve the situation, the ergonomics and muscle condition should be improved, but first the inflammation should be treated. Minor inflammation is easy to treat with local Ice Power cold therapy. Ice Power Cold Gel can also be used for prevention – it effectively reduces muscle tension even before the inflammation appears.

Shoulder joint has the widest motion range in human body, but due to reduced exercise it is susceptible to shoulder problems. Bad ergonomics and weakness of posture muscles cause problems with shoulder joint movements. Weakening of blood circulation and friction with joint movement cause lots of stress in the area. The consequence of this kind of stress could be an inflammation in the tendons of rotator cuff –muscles, in bursa or ligaments. Permanent changes like strong degenerations are also quite common in these areas.

Ice Power Cold Gel reduces muscle tension by relaxing muscles and by decreasing the sensation of pain. Using the gel also as a part of physiotherapy significantly improves the outcome.

Pain in wrists and hands

"Mouse-hand" is an overload condition of wrist, which is caused by monotonous movements and wrong position of the wrist during working with computers. Weakness of forearm muscles is promoting factor for pain development. That kind of complaint, which usually starts with mild symptoms, is easily corrected with the use of two-hand mouse. If the pain is not treated, the result is usually a

whirl of inflammation. Local cold therapy and rest are effective ways to treat this kind of inflammation.

Other pain conditions in hand and wrist regions, like windgall, are the consequence of monotonous and repetitive movements. In these situations, the primary task is to treat inflammation and improve ergonomics.

Ice Power Cold Pack is recommended to be used after strain at home. Ice Power Cold Gel should be applied also during workday, so the continuous long term cold therapy can relieve pain without stopping the work.

Overload of lumbar area

Sitting work, static posture and poor ergonomics induce constant overload in the vertebra and muscles of the lumbar region. This could lead to obstructed blood circulation in the region, tensions in muscles and nerve tracts.

Symptoms of lower extremities

Sitting impairs the blood flow in lower extremities and causes swelling due to lack of movement. Changing posture, short breaks with exercises and walking can prevent and relieve the symptoms.

Ice Power Cold Gel is an easy and effective way to release muscle tension and reduce swelling. Ice Power cold therapy is also very effective in treating many kinds of sciatic pain. Using Ice Power Cold Pack at home and Cold Gel at work ensures continuous treatment of pain and relieves symptoms extensively.

Ice Power Roll - easy to use

Ice Power Roll tube enables quick and easy self-treatment of the neck and shoulder area. The colorless gel absorbs quickly and the roll

tube is convenient to use without touching the gel with hands. Spread the gel from the roll tube onto the desired areas at 3-6 hours intervals, or as required.



First Aid with Ice Power cold therapy products

Treating acute traumas with cold therapy is a common method for First Aid – R.I.C.E. (Rest, Ice, Compression, Elevation). A compression bandage together with cold therapy reduce the swelling and cold relieves the pain. Elevation prevents blood from accumulating in the area of the trauma.

Ice Power Sport Spray

Ice Power Sport Spray is a powerful and long-lasting cold gel in spray formula. It is a unique cold treatment product combining the convenient use of a spray with the long-lasting effect of the gel. This unique cold treatment relieves both acute and chronic musculoskeletal pain and also speeds up muscle recovery. Ice Power Sport Spray relieves pain and swelling caused by punches, sprains, ruptures and stress traumas.



Ice Power Sport Spray is very handy to use together with the compression bandage in case of acute traumas:



Spray a fair amount of Ice Power Sport Spray on the trauma area from a distance of about 10 cm



Wrap an elastic compression bandage



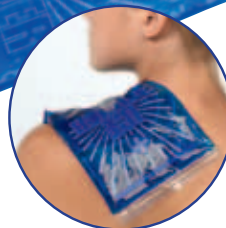
Spray a large amount of Ice Power Sport Spray on the bandage. This turns the bandage into a long-lasting cold compress. Elevate the trauma area above the heart level.

Ice Power Cold Spray

Ice Power Cold Spray provides rapid and effective cooling emergency care in soft tissue injuries, such as strains, sprains and ruptures. The cooling effect is immediate and lasts for approximately 15 minutes. The cooling treatment can be continued with Ice Power Cold Pack or Cold Gel. Ice Power Cold Spray can also be used for minor burns.



The reusable **Ice Power Cold / Hot Pack** is an easily mouldable and high quality pack. The gel pack can be used cold for relieving pain, inflammation and swelling as well as minimizing haemorrhage and formation of scar tissue in open wounds. When treating non-inflammatory aches, the pack can be heated and used as warm therapy. In cases of injury and prolonged muscular pain, it is recommended to continue the cold therapy with Ice Power Cold Gel.



Ice Power Instant Cold Pack

It is immediately ready to be used as First Aid in acute injuries to prevent haemorrhage as well as to manage pain, inflammation and swelling. Following First Aid, treatment can be continued with Ice Power Cold Gel.





Active life and sports

Ice Power Cold Gel can ideally be used following physical exertion in order to speed up the muscle recovery. Ice Power Cold Gel relaxes muscles, relieves pain and makes the recovery faster after heavy training or a sports competition. Hard stress and insufficient recovery can lead to tissue inflammation which can easily be avoided with Ice Power Cold Gel.

Ice Power products also provide long term pain relief for sport injuries, strains, sprains, bumps and bruises. This effective cold therapy relieves both acute and chronic musculoskeletal pain and is ideal as First Aid as well.

Ice Power Hot Warm Gel is developed to provide relief in peripheral circulation disorders, various types of aches and non-inflammatory pains and tensions.

Ice Power Hot Warm Gel gently warms up and relaxes the muscles as well as improves the circulation. Ice Power Hot Warm Gel is an excellent preparation for athletes in the prevention of strains and ruptures.



Pain relief for the children

There are a number of causes of lower limb pains suffered by children, whereas growing pains are among the most common ones. Growing pains are believed to be caused by different growth times of the bone tissue and surrounding tissues. Typically growing pains occur on children between 3 and 12 years of age in the evenings and at nights. Growing pain is located mostly in the tibia area, often both legs. The child has no other symptoms, neither is the child's condition dangerous. Pain however is strong enough to keep the child suffering and awake instead of sleeping. Physical strain of the child may be interrelated with occurrence of growing pains. For this reason a child suffering from growing pains should get reasonable amount of physical exercise daily.

As Ice Power Cold Gel is based on natural ingredients and it is a non-medication type of pain treatment, it is a perfectly safe product to use also by the children. Whenever a



child has growing pain, gets bumps or bruises, Ice Power Cold Gel or Ice Power Kids helps quickly and gently by relieving pain and swelling. With children who often suffer from growing pain it is a good idea to use Ice Power after physical strain and also before going to bed. This makes the muscle recovery faster and also prevents from possible growing pain symptoms occurring at nights.

Ice Power Kids is a gentle, pain relieving cooling cream that has been specially developed for the children and the young. Ice Power Kids is a safe, medicine free cream that is very gentle to the skin. Ice Power Kids provides a long term cooling effect spreads easily and doesn't stain. Ice Power Kids is absorbed quickly and doesn't cause drying of children's sensitive skin and it even has a fresh peppermint aroma. Use Ice Power Kids for children's growing pains, to relax of tired muscles after physical exercise and over exertion, for bumps and bruises, to speed up the healing of bruises, for minor sprains and strains, to cool the skin after minor accidents and to ease the discomfort caused by insect bites. This safe and medicine free cream is especially suitable for all children over 2 years of age.



Rheumatism is one common problem among the older people

In rheumatic conditions the joints become inflamed and this might result in structural changes and dislocation. These changes are due to continuous or repeated inflammation and therefore treatment of inflammation is necessary. There is no cure for rheumatoid arthritis but its progress can be delayed and even halted with medication. Essential aids are exercise, movement therapy and cold treatment. The main aim of treatments is to decrease the rheumatic inflammation, relieve pain and increase mobility.

Rheumatic inflammation generally appears in joints but can also spread to tendons, sheath and even to the muscles. Inflammation can be effectively treated with cold therapy and anti-inflammatory drugs. Ice Power cold therapy prevents the inflammation from spreading, reduces swelling and relieves pain. Ice Power cold treatment is easy to use even at home. Treatment with Ice Power Cold Pack quickly lowers the temperature in a painful area. Treatment can be continued by applying Ice Power Cold Gel several times during the day.



Varying degrees of rheumatic inflammation can cause permanent changes to the joints. Various splints and supports are used to prevent and fix such changes, but this causes stress to support structures, especially the muscles. Treatment of muscle tension with Ice Power Cold Gel helps to maintain good daily performance.

Ice Power Cold Gel is an excellent aid to the treatment of rheumatism because it is not a medicine and therefore has no harmful effects on the body. Ice Power also reduces the need to use anti-inflammatory drugs. Using Ice Power Cold Gel as part of self-treatment is a safe way to improve the benefits of treatment.

For well-being of joints



Ice Power Arthro Creme is a unique cold cream for easing various joint problems. The cooling effect of Ice Power Arthro Creme is enhanced by glucosamine, chondroitine and MSM, which are essential for joint well-being. Chondroitin is a natural building material of the cartilage tissue and it lubricates the joint surfaces. Glucosamine is a substance found naturally in human body. It exists in all connective tissues and plays an essential part in the well-being of joint cartilages. MSM reduces inflammation and muscular tension and pain. MSM speeds up the recovery from strains and muscular fatigue. Arthro Creme effectively relieves symptoms of Arthritis and Osteoarthritis, post-operative symptoms and for example joint problems of athletes. For the best results it is recommended to use the Arthro Creme for a period of at least one month.



Ice Power in physical therapy

Treatment of problems with neck and shoulder area can be made much more effectively by using Ice Power Cold Gel in addition to physical therapy. All the time increasing work-related muscle and joint pains can be effectively reduced with the use of Ice Power Cold Gel as a self-treatment. When treating the inflammation and muscle tension with Ice Power cold therapy, the work physiotherapists have more possibilities for preventive actions.

Pain caused by rheumatism and wear of joints often make life excessively difficult. Daily use of Ice Power Cold Gel at home and after therapy sessions extends the benefits of physiotherapy. Using Ice Power

for treatment of post paralytic or bone fracture contractures is also an efficient way to combine cold treatment with therapy. Intensifying the post-operative treatments with Ice Power Cold Gel considerably reduces swelling and enables to perform efficient rehabilitation from the very beginning. Ice Power cold therapy expands the painless range of joint movement and relaxes muscles, so the work efficiency is easier to maintain.

Ice Power Cold Gel is an alternative non-prescription analgesic for treatment of soft tissue and joint pains. Using Ice Power as a part of physiotherapy in combination with pain killing drugs significantly improves the results of rehabilitation. Due to its natural ingredients Ice Power Cold Gel can also be recommended for back pains and swollen legs of pregnant and breast-feeding women. Ice Power Cold Gel is an effective physiotherapeutic and self-treatment product for long-term contusion and strain injuries.



For prolonged pain

Ice Power Plus Cold Gel quickly and effectively relieves pain, inflammation and swelling as well as releases excessive muscle tension associated with long term aches and pains. The MSM in Ice Power Plus helps to strengthen the effect of the Cold Gel. When suffering from prolonged pains and aches, Ice Power Plus with MSM is recommended.

What is MSM?

MSM (methyl sulphonyl methane) is a sulfuric compound comprised of small molecules that can be found in certain types of food, such as coffee, tea, green vegetables, as well as in various proteins of the human body. Sulphur is one of the minerals essential for humans. The content of sulphur in joints is decreased by inflammation. MSM is widely used for treating joint problems such as arthritis, arthrosis and tendosynovitis. Ice Power Plus relieves inflammation, improves muscle recovery, reduces swelling and effectively relieves the symptoms of tired and painful muscles and joints.



Choose the right Ice Power

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Condition	Cold Gel	Plus MSM Cold Gel	Sport Spray	Cold Spray	Instant Cold or Cold Pack	Arthro Creme - for joints	Hot Warm Gel	Kids
 Sprain, strain or rupture	 Apply every 3-6 hours for a period of 1-14 days	 Apply every 3-6 hours for a period of 1-14 days	 First aid for minor injuries, otherwise use as Ice Power Cold Gel	 For first aid: Spray max. 5 sec at a time, at 30 sec intervals	 For first aid or as required, continue with Ice Power Cold Gel if necessary	 For first aid or as required, continue with Ice Power Cold Gel if necessary	 For prevention	 Apply 3-4 times a day or as required
Haemorrhage, bruise	Apply every 3-6 hours for a period of 1-14 days	Apply every 3-6 hours for a period of 1-14 days	First aid for minor injuries, otherwise use as Ice Power Cold Gel	For first aid: Spray max. 5 sec at a time, at 30 sec intervals	For first aid or as required, continue with Ice Power Cold Gel if necessary	For first aid or as required, continue with Ice Power Cold Gel if necessary	For prevention	First aid for minor injuries, symptomatic use 3-4 times a day
 Neck, shoulder, or back pain, sciatica	Symptomatic use every 3-6 hours; also for continuous use	Symptomatic use every 3-6 hours, especially for prolonged pain	Use as Ice Power Cold Gel		In acute phase together with Ice Power Cold Gel for 1-3 days	 In acute phase together with Ice Power Cold Gel for 1-3 days	For prolonged pain after period of cold treatment with Ice Power Cold Gel	
Tennis elbow, golfer's wrist, tendonitis	Apply every 3-6 hours for a period of 1-14 days apply also as required	Apply every 3-6 hours for a period of 1-14 days, or as required	Use as Ice Power Cold Gel or together with an elastic bandage		In acute phase together with Ice Power Cold Gel for 1-3 days			
Arthritis, arthrosis, rheumatic pain	Symptomatic use to relieve pain and reduce swelling	Symptomatic use every 3-6 hours, especially for continuous use			Symptomatic use to relieve pain and reduce swelling	Massage in 1-2 times a day for at least one month; also for continuous use.	For prolonged pain after period of cold treatment with Ice Power Cold Gel	
Fracture	Apply as required to reduce swelling		Apply as required to reduce swelling	For first aid: Spray max. 5 sec at a time, at 30 sec intervals	For first aid	 For first aid		For first aid: symptomatic use 2-3 times a day
Minor burns, sunburns	Use as Sport Spray		For first aid: symptomatic use approx. every 3 hours	For first aid: Spray max. 5 sec at a time, at 30 sec intervals	For first aid			Symptomatic use 2-3 times a day
Stress pain, muscle tensions	Symptomatic use every 3-6 hours; also for continuous use	Symptomatic use every 3-6 hours, especially for prolonged pain	Symptomatic use every 3-6 hours; also for continuous use					Symptomatic use 2-3 times a day
Growing pain	Symptomatic use every 3-6 hours. For prevention apply in the evening		Symptomatic use every 3-6 hours. For prevention apply in the evening					Symptomatic use 1-3 times a day. For prevention apply in the evening