

FLEXCRÈME®

SOOTHING BODY CRÈME



POSITIONING STATEMENT

FlexCrème® is a unique, proprietary topical crème that comforts tension and soothes the body for healthy mobility.

CONCEPT

Millions of people around the world suffer from joint discomfort. In 2012, there were 52.5 million individuals who experienced joint-related discomfort and restricted motion and lifestyle in the U.S. alone. That number is expected to increase to 78 million by 2040. These problems also affect about 294,000 children in the U.S. Joint-related concerns account for 427 million days of restricted activity and 156 million days in bed, making joint discomfort the leading cause of industrial absenteeism and the second leading reason, after heart disease, for receiving disability benefits.

FlexCrème uses a proprietary blend of novel ingredients with menthol to help relieve discomfort and stiffness. Promoting flexibility and motion, FlexCrème is fast acting and targets areas of discomfort, allowing individuals to enjoy life as they should.

PRIMARY BENEFITS

- Helps promote mobility
- Comforts tension and soothes the body
- Provides quick and localized cooling

WHAT MAKES THIS PRODUCT UNIQUE?

- A double-blind clinical study in the Journal of Rheumatology validates the effectiveness of the cetylated fatty acid esters in FlexCrème
- Contains menthol for fast relief
- Safe for adults and children over two years of age

WHO SHOULD USE THIS PRODUCT?

FlexCrème is for use by adults and children two years of age and older.

DID YOU KNOW?

- Joint discomfort is the leading cause of disability.
- 172 million workdays are lost each year in the U.S. due to joint pain.
- More than 50% of people over the age of 65 feel pain in their joints.

FREQUENTLY ASKED QUESTIONS

How does this product work?

FlexCrème works by decreasing discomfort and promoting mobility. It provides quick and localized soothing benefits.

What ingredients does FlexCrème provide?

The main ingredients in FlexCrème are cetyl tallowate, peppermint oil, and menthol, an extract from peppermint oil. Cetyl tallowate contains myristoleic acids—a proprietary esterified fatty acid complex containing a combination of a fatty acid and a long-chain alcohol molecule, cetyl alcohol. It is commonly found in certain animals, nuts, and vegetables. Esterified fatty acids play an important role in building and maintaining healthy cells and is also used by the body as an emulsifier and lubricant.

What is the role of peppermint oil and menthol in FlexCrème?

Menthol is a compound usually obtained from peppermint oil or other mint oils. Studies show peppermint oil stimulates cold receptors on the skin, ultimately resulting in a sensation of coldness. This has been proven beneficial for achy areas of the body and may soothe discomfort.

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What is the role of cetyl tallowate in FlexCrème®?

The topical application of cetylated fatty acids found in cetyl tallowate has been shown to increase feelings of fluidity during movement.

How often should FlexCrème be used?

Menthol (from peppermint oil), is a key ingredient in FlexCrème. Menthol is to be used no more than four times daily because it can be irritating to the skin if used too often. It does not have any safety concerns beyond skin irritation.

Is FlexCrème safe?

There are no known drug interactions nor known contraindications from using FlexCrème. FlexCrème is shown to be effective and safe for those taking prescription medications for arthritis and other musculoskeletal conditions, and has no known side effects when used according to label recommendations. FlexCrème is for external use only. Avoid contact with eyes. Parents should consult a physician before using FlexCrème on children under two years.

DIRECTIONS FOR USE

Apply to uncomfortable or stiff areas of the body—neck, back, knees, and other joints. Can be used by the whole family. Parents should consult a physician before using FlexCrème on children under two years old. For lasting relief, apply daily but do not exceed four times daily.

INGREDIENTS

Water (Aqua), Cetyl Tallowate, Glycerin, Cetearyl Oliviate, Olea Europaea (Olive) Fruit Oil, Sorbitan Oliviate, Mentha Piperita (Peppermint) Oil, Tocopheryl Acetate, Menthol, Cyclopentasiloxane, Sodium Polyacrylate, Cyclohexasiloxane, Xanthan Gum, Phenoxyethanol, Chlorphenesin

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KEY SCIENTIFIC STUDIES

1. Kraemer WJ, et al. A cetylated fatty acid topical cream with menthol reduces pain and improves functional performance in individuals with arthritis. *J Strength Cond Res.* 2005 May;19(2):475-80.
2. Ratamess NA, Kraemer WJ, et al. The effects of a cetylated fatty acid cream on functional mobility and performance in patients with osteoarthritis. American College of Sports Medicine, San Francisco, CA. (presented May 2003). *MSSE*, 2003;35(5 supplement):1358. *J Rheumatology*.
3. Kraemer WJ, et al. Effect of a cetylated fatty acid topical cream on functional mobility and quality of life of patients with osteoarthritis. *Journal of Rheumatology.* April 2004 31(4):767-774
4. Barathur R, et. al. Cetylated fatty acids improve knee function in patients with osteoarthritis. Submitted for publication, *Journal of Rheumatology*.
5. Bonnet C, Bertin P, Cook-Moreau J, Chable-Rabinovitch H, Treves R, Rigaud M. Lipoxygenase products and expression of 5-lipoxygenase and 5-lipoxygenase-activating protein in human cultured synovial cells. *Prostaglandins*, 1995; 50(3):127-35.

