

FlexCrème®

PAIN RELIEVING CREAM FOR SORE JOINTS AND MUSCLES



Positioning Statement

FlexCrème® is a unique, proprietary topical crème that helps temporarily relieve minor aches and pains of muscles and joints associated with simple backaches, arthritis, strains, bruises, and sprains.

Concept

More than 80 million people suffer from joint discomfort. In 1995, there were 40 million individuals who experienced joint-related discomfort and restricted motion and lifestyle in the U.S. alone. That number is expected to increase to 60 million by 2020. These problems also affect about 250,000 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 pharmaceutical-grade menthol to help relieve joint discomfort and muscle stiffness. Promoting joint flexibility and motion, FlexCrème® is fast acting, targeting the deep tissues in areas of discomfort, allowing individuals to enjoy life as they should, free from joint pain and discomfort.

Primary Benefits

- Temporarily decreases joint discomfort
- Helps promote joint mobility
- Provides quick and localized relief of stiff muscles, sore joints, and cramps
- Temporarily reduce pain
- Provides temporary relief from minor sunburns, minor scrapes, insect bites, and skin irritations

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 natural, pharmaceutical-grade menthol for fast pain relief
- Safe for adults and children over 2 years of age

Who Should Use This Product?

FlexCrème® is for use by adults and children two years of age and older, providing fast relief from muscle pain and joint stiffness due to arthritis, tendonitis, and muscle soreness. With no harmful side effects with prescription drugs, FlexCrème® can be safe for those who may be taking medication for joint or back pain, tension headaches, or muscle soreness.

Did You Know?

- Joint discomfort is the leading cause of work absenteeism
- 45 million workdays are lost each year in the U.S. due to joint pain
- More than 50% of people over the age of 60 feel pain in their joints

Frequently Asked Questions

How does this product work?

FlexCrème® works by decreasing joint discomfort and promoting joint mobility. It provides quick and localized relief to stiff muscles, sore joints, and cramps. FlexCrème® can reduce the pain, enabling increased joint flexibility, improved flat ground walking and traveling up and down stairs.

What ingredients does FlexCrème® provide?

The main active ingredient in FlexCrème® is menthol, an extract from peppermint oil. It also contains myristoleic acids a proprietary esterified fatty acid complex containing an all-natural com-

FlexCrème®

combination of a fatty acid, and a long-chain alcohol molecule, cetyl alcohol. It is a completely natural substance 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 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 and dilates blood vessels, causing a sensation of coldness and an analgesic effect. Menthol has been shown to provide temporary relief from minor aches and pains of muscles and joints associated with simple backaches, arthritis, strains, bruises, and sprains. Menthol is a counterirritant and when locally applied, stimulates a thermal effect depressing the sensation of pain.

What is the source of menthol?

Menthol is naturally extracted from peppermint.

How are the ingredients in this product standardized?

The active ingredient in FlexCrème® is menthol, standardized at 1.25%.

Can FlexCrème® be used more than three to four times a day? Is this dangerous?

Menthol (from peppermint oil), the active ingredient in FlexCrème®, is registered as an OTC drug for topical use and has specific mandatory guidelines associated with it. One requirement is that the label must warn against using more than three to four times daily because menthol 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®. Shown to be effective and safe in those taking prescription medications for arthritis and other musculoskeletal conditions, FlexCrème® has no known side effects when used according to label recommendations. FlexCrème® is for external use only. Avoid contact with eyes. Children under 2 years of age should not use FlexCrème® prior to consulting a physician.

Key Scientific Studies

1. 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.

2. Kraemer WJ, et al. The effects of cetylated fatty acid cream on pain, range of motion and quality of life of patients with osteoarthritis. American College of Sports Medicine, San Francisco, CA. (presented May 2003). MSSE 2003;35(5 supplement):1988.
3. Barathur R, et. al. Cetylated fatty acids improve knee function in patients with osteoarthritis. Submitted for publication, Journal of Rheumatology.
4. 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.

Drug Facts

| Active Ingredients | Purpose |
|--------------------|-------------------|
| Menthol 1.25% | topical analgesic |

Use For temporary relief of minor aches and pains associated with simple backaches, arthritis, strains, bruises, and sprains. Provides cooling pain relief.

Warnings

- For external use only
- Avoid contact with eyes
- If condition worsens, or if symptoms persist for more than 7 days or clear up and occur again within a few days, discontinue use of product and consult a physician
- Do not apply to wounds or damaged skin
- Do not bandage tightly
- Keep out of reach of children

Directions

- Adults and children 2 years of age and older: Apply to affected area not more than 3-4 times daily.
- Children under 2 years of age: Consult a physician.

Other Information

Store in a cool, dry place.

Inactive Ingredients: Benzyl Alcohol, Butylparaben, Carbomer, Cetyl Myristate,* Cetyl Myristoleate,* Cetyl Oleate,* Cetyl Palmitoleate,* Cetyl Laurate,* Ethylparaben, Glycerin, Glyceryl Stearate Isobutylparaben, Lecithin, Mentha Piperita (Peppermint Oil), Methylparaben, Olea Europea (Olive) Fruit Oil,* PEG-100 Phenoxyethanol, Potassium Hydroxide, Propylparaben, Tocopheryl Acetate, Water (Aqua).
*Component of the Cetylated Fatty Acid Esters Complex

Questions?

© 1-888-PHARMANEX
www.pharmanex.com

