



POLAR FROST® GEL WITH ALOE VERA

POLAR FROST® & POLAR HEAT

as a treatment for

SOFT TISSUE INJURIES, ACHES AND PAINS

Niva Medical Oy
Lauttasaarentie 48 C
00200 Helsinki
Finland
Tel. +358 9 615 00 540
Fax. +358 9 615 00 545
Email. info@nivamedical.fi
Web. www.nivamedical.com



POLAR FROST® GEL WITH ALOE VERA

POLAR FROST® AND PAIN MANAGEMENT AT HOME AND CLINICS

Both an effective first aid and home care are in a crucial position when reaching for successful healing results in cases of soft tissue injuries, aches and pains.

Polar Frost® group of products provides fast and easy treatment method both in acute and chronic care.

POLAR FROST® COLD PACKS AND FIRST AID

In soft tissue injuries the primary need achieved by instant cold treatment is to restrict and reduce swelling and to produce inflammation substances. Cold packs, ice or similar are still the most effective methods of treating this type of problems. Physicians and physiotherapists know very well the R.I.C.E method

Rest – Ice – Compression – Elevation

Though widely used by professionals, it is also an easy and simple method of treating injured muscles, ligaments, joints and tendons at home.

Cold packs, however, have limitations due to “shock “ type of cold they provide. The maximum treatment time is only 20 – 30 minutes and skin must be allowed to recover before new treatment. If the treatment time is too long, counter reactions of the body, or in worst cases minor frostbites, may take place.

FOR LONG TERM CARE OF ACHES AND PAINS

POLAR FROST® GEL + ALOE VERA

Gel is a new preparation in the field of pain management, based on natural ingredients such as Menthol and Aloe Vera. It provides a chemical formation of cold, cell renewing and anti-inflammatory effects (Aloe Vera).

These features make it most beneficial for soft tissue pain management in both **acute** and **chronic** aches and pains, as well as in sports related injuries.

Primary symptoms of ache and pain in soft tissues e.g. muscles, ligaments, joints and tendons, very often include

SWELLING, INFLAMMATION and TENSION

in another words

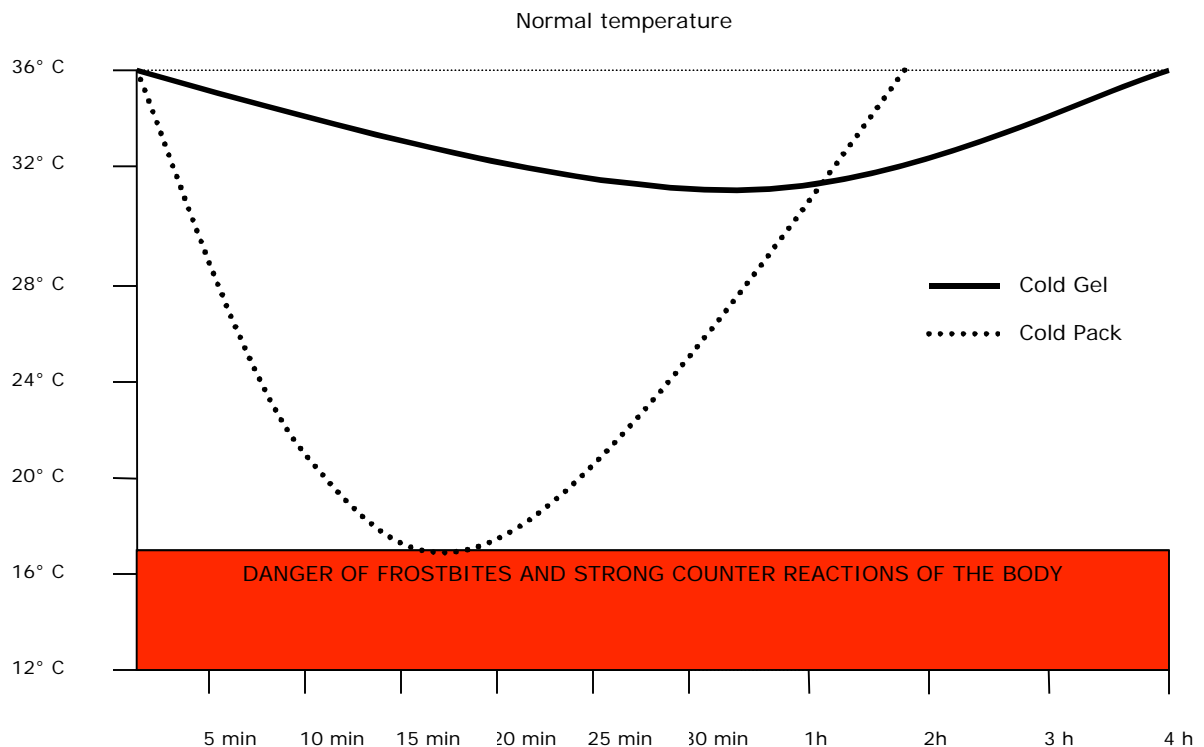
Sensation of PAIN is SWELLING + INFLAMMATION including redness and sensitiveness to touch and TENSION as a reflective symptom.



POLAR FROST® GEL WITH ALOE VERA

POLAR FROST® GEL has benefits of the traditional cold therapy and is based on natural active ingredients like **Menthol** and **Aloe Vera**. Pharmacologists have for ages known the long acting cooling effects of Menthol but the principal was solved for the first time by Dr. Mc Kemy and his research team (Nature Magazine, March 2003, [see enclosure](#)). **Aloe Vera** supports and enhances the effects of Polar Frost® due to its unique features for wound and skin care.

GRAPHICAL PRESENTATION OF THE EFFECTS OF COLD PACKS AND GEL



Polar Frost Gel provides moderate long acting reduction (5 - 6°C) of the skin temperature, for 2 – 4 hours, without risks of counter reactions or frostbites. It offers a possibility to use features and benefits of cold as long as needed.

Decreased local metabolism and circulation by constructing blood vessels, which

- reduces internal bleeding and production of inflammation substances
- prevents swelling and internal pressure against pain receptors
- restricts trauma area



POLAR FROST® GEL WITH ALOE VERA

Direct effects on pain receptors

- cold blocks pain sensation through peripheral nerve endings

Muscle tension

- pain reflects to the surrounding areas and causes problems in ergonomics and mobility

Increased circulation and metabolism

- at the end of each treatment period, even three times higher circulation in the trauma area can be measured. This makes the healing process much faster, as the increased metabolism helps to remove damaged substances from the injured area

With or without medication

- due to the natural ingredients Polar Frost can be used together with medication, if needed
- combination of cold gel, with its large scale of physical effects on pain, and medication give excellent healing results

See attached:

A Prospective Randomized Double-blinded Trial of the Efficacy of Cold Gel with soft tissue injuries; Olavi V. Airaksinen et al. Published in American Academy Meeting of Physical Medicine and Rehabilitation 2001.

ALOE VERA

- In some cases, the use of cold can cause dehydration of the skin. Aloe Vera keeps the skin moist and smooth while effectively renewing the cells.
- Also, scientists have found that Aloe Vera is a diverse mixture of antibiotic, coagulating, pain inhibiting and cell growth stimulating features. These features strengthen the efficacy of Polar Frost® Gel when treating, for example sore muscles, sprains, strains, bruises, arthritis, wounds etc.

See enclosure “Benefits of Aloe Vera”

Polar Frost® applies to treating of

Muscular disorders and injuries

- strains, sprains and ruptures
- stressed muscles and tension
- chronic neck-, shoulder-, and low back pains and aches
- work and occupation related muscular disorders
- cramps and spasms



POLAR FROST® GEL WITH ALOE VERA

- bruises
- lumbago and ischias

Joint

- rheuma related inflammations and pains like arthritis
- arthroses
- bursitis
- golfer wrist

Tendons and ligaments

- tendonitis
- tennis elbow

Professional applications

- massage and manipulation
- ultrasound and electro therapy treatments
- recovery and relaxation of strained and stressed muscles
- post operative use for swelling, inflammation and pain

Due to natural ingredients Polar Frost® Gel

- Can be used during pregnancy and breast feeding
- Is well suitable for children as well as elderly
- Does not have any registered allergic reactions

Enclosures:

- *Identification of a cold receptor reveals a general role for TRP channels in thermosensation; David D.McKemy & al; Nature Magazine 03/2002*
- *A Prospective Randomized Double-blinded Trial of the Efficacy of Cold Gel with soft tissue injuries; Olavi V. Airaksinen et al; American Academy Meeting of Physical Medicine and Rehabilitation.*
- *Benefits of Aloe Vera*



POLAR FROST® GEL WITH ALOE VERA

POLAR FROST® SYSTEM FOR NATURAL PAIN RELIEVING

POLARFROST® COLD / HOT PACK **New formula in cold/hot pack history**

- firm and elastic ingredients
- no leaking or dripping, durable
- no sharp edges
- moldable
- biogradable
- non –toxic

size 130 x 250 mm
packaging 12 pc

POLAR FROST® INSTANT COLD PACK

- no pre cooling
- ready for use everywhere
- small and handy size
- biogradable
- non -toxic

size 150 x 170mm
packaging 10 pc

POLAR FROST® GEL WITH ALOE VERA

- most beneficial form of cold therapy
- moderate, long lasting cooling effects > safe to use
- physical effects to all main symptoms of topical soft tissue pains and aches
- contains Aloe Vera
- natural effective ingredients
- no registered allergic reactions
- significant results in clinical trials

sizes 150 ml, 500ml, 75ml
packaging 12 pc 6 pc 24pc
roll on

DISPLAY

- made of high quality, lacquered cardboard with rack for 12 pc / 150ml tubes or 24 pc / roll-ons

size w200 x d270 x h300

POLAR HEAT® GEL

- (See the table “When to use Cold and/or Hot”)