

New Pain Relief Option Helps Americans Achieve Gold Medal Performance In Everyday Life

(NAPSA)—For world-class athletes, muscle aches and pains can mean the difference between first and second. Muscle aches and pains can also hamper the performance of Americans who are competing in the events of everyday life. In fact, research shows that muscle aches, soreness and stiffness prevent nearly 50 percent of Americans from completing daily activities or performing at a “gold-medal” level in their own lives. Now there is a new aid in the battle against pain—an air-activated heat wrap.

Called ThermaCare®, it’s an ultra-thin, disposable heat wrap that delivers consistent, therapeutic, low-level heat for at least eight hours to provide powerful pain relief plus deep muscle relaxation. Heat discs (ThermaCells®) in ThermaCare contain a mixture of common materials which, when exposed to air, give off a low-level heat that reaches a therapeutic temperature (104°F) within 30 minutes.

“We have known for years that heat therapy is an effective way to treat athletes’ muscle soreness,” said Dr. Roger Kruse, head physician XIV Winter Olympic Games. “But we never had a convenient way to apply the heat. ThermaCare has cracked the code on muscle pain relief and because it’s air-activated, athletes and consumers can now conveniently use heat therapy to treat muscle pain and soreness in their daily lives.”

Continuous low-level heat penetrates deep into the muscle. This increases blood flow, which helps provide relief by washing away pain-causing substances and delivering oxygen and nutrients to the site of pain. In addition, con-



tinuous low-level heat is a natural form of pain relief, which is good news for people who can’t tolerate pills or are worried about mixing medications.

After training and preparing for years to represent his country in world-class competitions, speedskating gold medalist Dan Jansen now finds himself, like most Americans, dealing with muscle pain and soreness in his everyday life.

“When I was training and competing, I had access to world-class trainers and doctors who took care of my sore muscles,” said Jansen. “I don’t have daily access to trainers anymore, so now I turn to ThermaCare for pain relief. Whether my muscles are sore from golfing or working out, the pain relief from ThermaCare allows me to stay in peak condition.”

Those competing in everyday life can find ThermaCare, from Procter & Gamble’s Health Sciences Institute, at retailers in the pain relief aisle. To learn more about the product or the science of long-term, low-level heat therapy, visit www.thermacare.com.