

ActivFlex

Menthol 7% w/w

Retailers Presentation





Pain Relieving Gel

Menthol 7% w/w

Introduction to ActivFlex

Dear Pharmacist,

We are excited to introduce ActivFlex, an advanced pain relief and massage gel designed to offer dual-action, long-lasting relief for painful muscles and joints. Made with care in Australia, ActivFlex combines scientific innovation with natural ingredients to provide a soothing, non-greasy solution for your patients' pain management needs.

Product Highlights

- **Dual-Action Relief:** ActivFlex's active ingredient, menthol, provides both heating and cooling sensations, delivering immediate relief.
- **Non-Greasy Formula:** Easy to apply and quickly absorbed, leaving no residue.
- **Natural Ingredients:** Enriched with aloe vera and vitamin E to soothe and heal the skin.
- **Versatile Use:** Suitable for various types of pain, including muscle sprains, strains, mild arthritis, and post-exercise recovery.

Why Choose ActivFlex?

ActivFlex is more than just a pain relief gel; it's a comprehensive solution developed from years of experience and research. Here's why it stands out:

1. **Proven Efficacy:** ActivFlex actively used by leading Australian physiotherapists and has demonstrated great results in alleviating pain.
2. **Consumer Trust:** ActivFlex is already loved by many for its effectiveness and ease of use.
3. **Gap in the Market:** Following the discontinuation of popular products like Flexall, ActivFlex steps in to fill the void with a trusted and effective alternative.

Scientific Backing

ActivFlex leverages the power of several key ingredients, each backed by scientific research to ensure its efficacy and safety:

1. Menthol (7% w/w): The Cooling Counterirritant

Menthol is the primary ingredient responsible for ActivFlex's signature cooling sensation. It works through a concept called counterirritation:

- **Triggering the Cool Response:** Menthol binds to TRPM8 receptors in the skin, which are normally activated by cold temperatures. This triggers these receptors to send "cold" signals to the brain, even in the absence of an actual temperature drop.
- **Pain Relief Through Counterirritation:** The intense cooling sensation acts as a counterirritant, distracting the nervous system from the original pain signals. The brain prioritizes the strong cooling feeling over the dull ache, offering temporary relief.

A 2018 study published in the journal "Seminars in Musculoskeletal Medicine" supports the role of TRPM8 channels in menthol's pain-relieving effects.

2. Methyl Salicylate: Targeting Inflammation

Methyl salicylate functions as a mild topical anti-inflammatory agent:

- **Inhibiting Prostaglandins:** It works by inhibiting the enzyme cyclooxygenase (COX), which is involved in the production of prostaglandins. These prostaglandins are inflammatory chemicals that contribute to pain and swelling.
- **Reduced Inflammation, Reduced Pain:** By reducing prostaglandin production, methyl salicylate helps lessen inflammation and the associated pain in the underlying tissues.

3. Aloe Vera: Soothing and Healing

Aloe vera is renowned for its soothing, anti-inflammatory, and wound-healing properties:

- **Bioactive Compounds:** It contains polysaccharides, vitamins, and enzymes that contribute to its therapeutic effects.
- **Skin Health:** Aloe vera helps reduce skin inflammation, promotes wound healing, and provides hydration.



Dual Action



4. Vitamin E: Antioxidant and Skin Protector

Vitamin E offers several benefits for skin health:

- **Antioxidant Properties:** It protects the skin from oxidative damage caused by free radicals.
- **Moisturizing Effects:** Vitamin E helps maintain skin hydration and prevent dryness.
- **Anti-inflammatory Benefits:** Its anti-inflammatory properties contribute to reducing swelling and redness associated with injuries.

5. Essential Oils: Enhancing the Formula

- **Peppermint Oil:** Known for its cooling and analgesic effects due to menthol, peppermint oil is effective in reducing muscle pain, headaches, and joint discomfort.
- **Eucalyptus Oil:** Offers anti-inflammatory and pain-relieving benefits, making it effective for sore muscles and joint pain.
- **Thyme Oil:** Provides anti-inflammatory and antioxidant benefits, useful for treating arthritis and promoting skin repair.

Synergistic Effects for Enhanced Pain Relief

The combination of menthol, methyl salicylate, aloe vera, vitamin E, and essential oils in ActivFlex provides a multifaceted approach to pain relief:

- **Immediate Relief:** Menthol and essential oils provide a rapid cooling effect that quickly alleviates pain.
- **Sustained Action:** Methyl salicylate offers long-lasting pain relief through its anti-inflammatory and analgesic properties.
- **Skin Health:** Aloe vera, vitamin E, and essential oils ensure that the skin remains hydrated and healthy, reducing the risk of irritation from frequent application.

Scientific evidence supports the efficacy of these ingredients individually, and their combined action in ActivFlex provides an effective, multifaceted approach to pain management.

Conclusion

ActivFlex is designed to offer your patients a reliable and effective solution for their pain management needs. We believe in the power of this product and are confident it will become a staple in your pharmacy. We invite you to try ActivFlex with the provided samples and experience its benefits firsthand.

For more information and to drive consumers to your pharmacy, visit www.activflex.com.au

Thank you for your attention, and we look forward to supporting your commitment to patient care with ActivFlex.

Best regards,
The ActivFlex Team



Uses

Wide array of uses

- Muscle sprains, strains, and discomfort
 - Minor localised muscle soreness and inflammation
 - Mild joint pain and inflammation
 - Exercise recovery
 - Mild arthritis pain
 - Muscle pain associated with tension, stress and overuse
 - Tennis & golfers elbow
 - Tendonitis
 - Shoulder pain
 - Shoulder rotator cuff
 - Frozen shoulder
 - Neck stiffness
 - Stiff fingers due to mild arthritis
 - Wrist RSI soreness
 - Quadricep pain
 - Hip tightness and glute pain
 - Tight calves
 - Plantar fasciitis
- ActivFlex temporarily relieves minor pain associated with mild arthritis, muscle sprains and strains, and mild joint inflammation. Common use includes the treatment of the following ailments;
- Lower back pain
 - Lumbago
 - Knee cartilage pain
 - Knee ligament pain

Product Range



ActivFlex Gel - 125ml

RRP - \$24.99



ActivFlex Gel - 500ml

RRP - \$37.99



Reviews

I was disappointed when Flexall was taken off the market but when I did some research and found this product Activflex was a replacement I was sceptical. However, I have been using it for a week now and find it gives me relief from the pain in my arm and I can feel the heat that it gives off. Well done. I will keep purchasing it.

Gwen F.

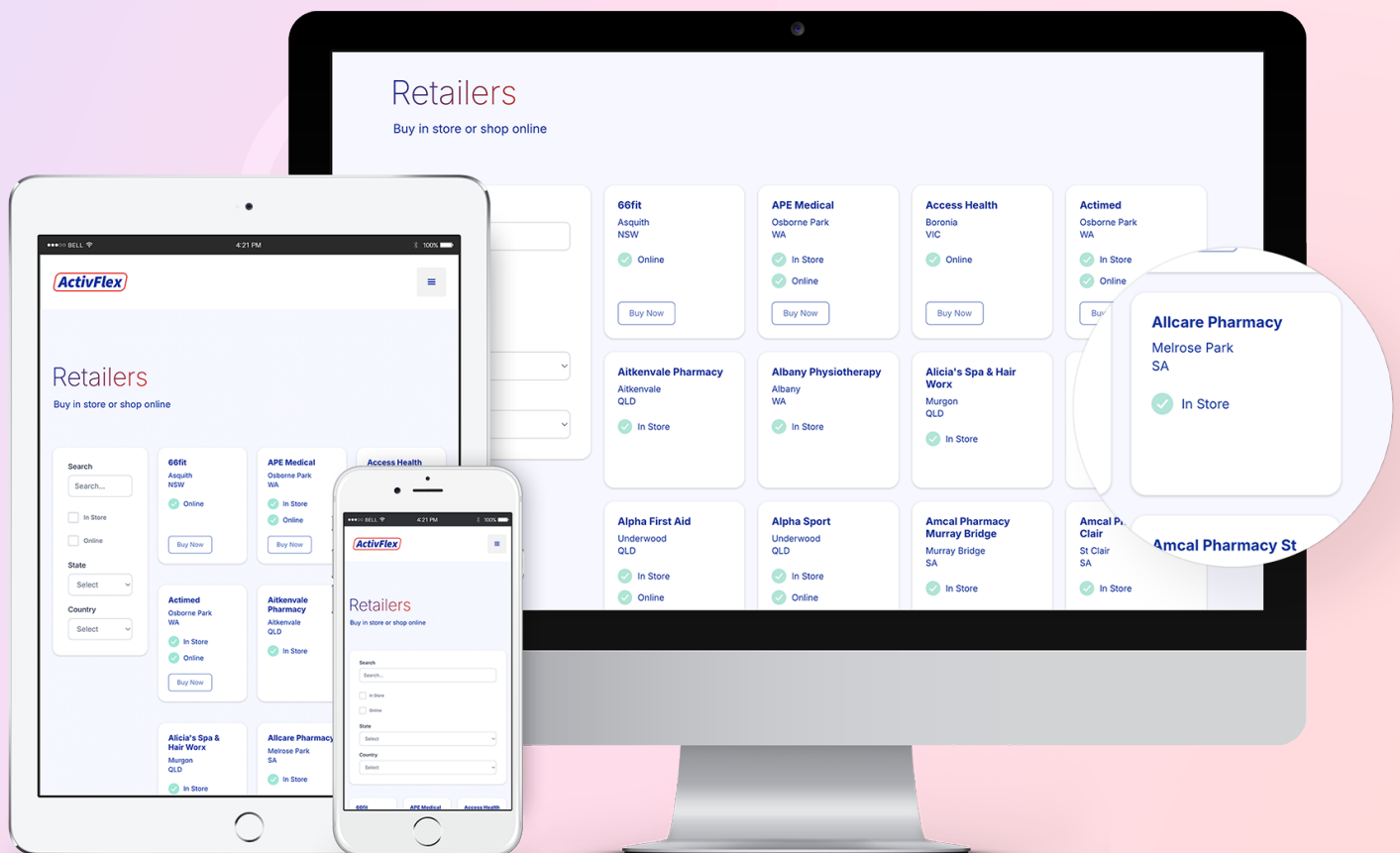
Something that works. I used to use an American product that was similar and is no longer available. [ActivFlex] does the same job. It is effective and for that I am grateful. Better than all the competitive big brands. That it is reasonably priced is a huge bonus.

Michael S.

Retailer Directory

Retailer directory driving consumers to their local pharmacy.

activflex.com.au





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