



PAIN RELIEF / PREVENTION

## Face Off: Topicals

DCPI Staff

Face Off offers you the opportunity to learn more about products / services you may be considering for your practice side-by-side so you can make an informed purchasing decision. This month's product category is topicals.

This Month's Questions

1. How is your product unique?
  2. How is your product priced?
  3. Why should a chiropractor use your product in their practice?
  4. What are the most effective applications of your product?
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Performance Health

Years Active: 23 (Biofreeze)

[www.biofreeze.com](http://www.biofreeze.com)

800.246.3733

[questions@performancehealth.com](mailto:questions@performancehealth.com)

1. Biofreeze Pain Reliever is the No. 1 clinically used and recommended topical analgesic in the chiropractic marketplace. No other topical analgesic is supported by as much research; research that shows Biofreeze provides clinically significant, temporary reduction in musculoskeletal pain. As a proven, effective topical analgesic, Biofreeze is preferred by doctors because of its ability to impact patient satisfaction, treatment and outcomes.
2. Biofreeze is available in a wide array of options to support complete patient satisfaction – both in-clinic and at home. The manufacturer's suggested retail price for 4 oz. Gel Tubes and 3 oz. Roll-ons is \$15.49.
3. For more than 23 years, Biofreeze has been helping people reduce their pain and manage discomfort. In addition to clinical excellence, Biofreeze supports practice building and financial performance. Its strong brand recognition has the power to bring people to your door and help you market through numerous free practice-building services, such as customized product samples and online referral tools. Selling Biofreeze can contribute significantly to your practice revenue and your profits. And when you offer products you believe in and allow your patients to try them for free, the products sell themselves. The Biofreeze Sales Starter kit includes free brochures, product samples, a window cling and a pre-build countertop display filled with product. We make selling Biofreeze easy!
4. Biofreeze is effective in all phases of rehab or exercise, including in-clinic, at-home and on-the-go. All Biofreeze products are paraben-free, propylene glycol-free, and include a proprietary herbal blend. Use it to treat back, neck and shoulder pain, and pain associated with

bruising, arthritis and tendonitis.



RockTape, Inc.  
Years Active: 5  
[www.rocktape.com](http://www.rocktape.com)  
408.213.9550  
[medical@rocktape.com](mailto:medical@rocktape.com)

1. If you've used other topical creams, you know how great these pain relievers can be. As good as they are, we felt they were missing something. So we challenged our scientists to create the ultimate pain reliever and skin cleaner. We wanted something new; something so powerful that you could feel it 30 feet away.

How powerful? Try 20 percent methyl salicylate, 10 percent menthol and .002 percent capsaicin. You get the cold with the heat. We like to call that "the best of both worlds."

To be clear, the Sauce isn't for everyone. It will make your eyes water and muscles sing. Did we mention it is powerful? As awesome as it is, RockSauce is *not* to be ingested.

2. RockSauce is available in 4 oz. and 8 oz. bottles, which retail for \$19.95 and \$34.95, respectively. Visit our online store at [www.shop.rocktape.com](http://www.shop.rocktape.com) and stock up today! Use the promotional code "DCPinsights" to receive special professional pricing on RockSauce and RockTape.
  3. Targeting isolated muscle pain and joint soreness, doctors will love RockSauce for use during soft-tissue treatment and ultrasound. Athletes love RockSauce because of the nanosac technology, which penetrates tape and skin to deliver long-lasting relief, and makes for a great pre-workout warm-up!
  4. RockSauce is the first and only topical pain cream designed for use with RockTape, as it will not alter its adhesive quality. When applied directly to the surface of RockTape, RockSauce soaks in and slowly releases itself, which provides cooling and warmth for up to 1 hour. When used as a stand-alone topical, RockSauce makes an excellent all-in-one treatment.
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# CHINA-GEL®

## Topical Pain Reliever

China-Gel

Years Active: 19

[www.chinagel.com](http://www.chinagel.com)

800.898.4435

[relief@chinagel.com](mailto:relief@chinagel.com)

1. Paul Tullio, DC, developed China-Gel as an herbal, greaseless therapeutic gel that incorporates modern technology with the ancient pain-relieving concepts of Chinese medicine. His desire was to have a topical analgesic that could also be used as a coupling agent with ultrasound treatments, without mixing with a neutral gel or lotion.

China-Gel has a smooth consistency that spreads on evenly and absorbs completely without leaving behind a greasy residue. It has a pleasant menthol and lavender scent that is not medicinal and dissipates as the product absorbs, leaving behind a cool-to-warm pain-relieving sensation. China-Gel is effective in relieving the aches and pains your patients experience.

2. China-Gel is available in seven convenient sizes for clinical and home use. Check with your favorite distributor for pricing.
3. China-Gel is used by chiropractors who care about the patient experience, the product's effectiveness and the versatility of the topical. In addition, being able to use a topical during treatment without having to worry about creating a mess or causing discomfort helps doctors to deliver the care the patient needs.

China-Gel can be combined with a variety of treatments in the clinic including: as a coupling

agent with ultrasound, with any soft-tissue work (whether hands-on or instrument-assisted), during massage therapy, and as a retail product for home use as well.

4. China-Gel helps to relieve pain associated with: arthritis, bursitis, sciatica, carpal tunnel, fibromyalgia, tendinitis, and other joint and muscle pains. China-Gel is very effective when combined with soft-tissue treatments in the clinic and also provided to the patient for home use.



Kool N' Fit

Years Active: 30 (U.S.)

[www.koolnfit.com](http://www.koolnfit.com)

800.852.5665

[info@koolnfit.com](mailto:info@koolnfit.com)

1. All-natural KOOL 'N FIT™ Pain Relieving Spray was developed over 125 years ago in Germany to control pain, to enhance electrical stim and improve myofascial (ART) treatments, and to generate a feeling of well-being. It is a proven, century-old European formula containing over 12 essential herbal oils in a proprietary alcohol, menthol and camphor solution. It has a refreshing aromatherapy scent. No need to rub in and it does not stain. It's fast, it's easy, it works! That's why most NFL and other pro sport teams use KOOL 'N FIT Pain Relieving Spray and swear by it! Contact us for your own free sample. Then test its actions and compare its effectiveness!
2. At a very competitive doctor's price of \$5.95 per 4 oz. bottle and \$13.95 per 16 oz. bottle, KOOL 'N FIT is less expensive than most other external analgesics.
3. Because KOOL 'N FIT costs less than most other analgesics, it is an-easy-to-use and effective pain-relief spray which also enhances ART and massage treatments due to its relaxing properties. Patients like to buy it, generating a new income stream for the doctor.

4. The most effective applications for KOOL 'N FIT are to control minor aches and pains, to make adjustments more comfortable, to improve conductivity and extend life of electrodes (electrical stim), and to work deeper in ART and massage treatments.

Spinal manipulations are made easier due to KOOL 'N FIT™ Pain Relieving Spray's relaxing effects on tight muscles and stiff joints. Its vasodilating action increases blood flow, resulting in faster healing and quicker recovery from everyday aches and pains, as well as in sports.



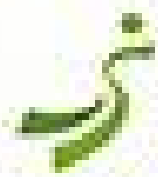
[www.corganics.com](http://www.corganics.com)

866.939.9541

[info@corganics.com](mailto:info@corganics.com)

1. Relief is a lotion-based (vs. alcohol-based) cream formulation with a unique combination and concentration of essential oils that provides highly effective and long-lasting pain relief. It is non-irritating to skin; thus, it can be applied broadly. Relief is non-sticky, non-greasy, absorbs quickly, does not stain skin or clothing, and has a very refreshing fragrance. Relief is fast becoming the product of choice of chiropractors, MDs, massage therapists, athletic trainers and sports teams.
  2. Relief is competitively priced every day, so there is no need to overstock during "seasonal specials." Our pricing model provides over 100 percent profit margin on 3 oz. roll-ons and 4 oz. tubes, and a 100 percent mark-up on 16 oz. pumps. We allow you to purchase Relief by the case or individually.
  3. We offer a special introductory price, free display case, free professional brochures, and 90-day risk-free trial. If you're not delighted with Relief's results for any reason, we will send you a return shipping label and refund the price of any unsold product returned. We offer a 100 percent customer satisfaction guarantee so patients have nothing to lose but their pain. If anyone ever returns a tube or roll-on, we immediately send you a free replacement.
  4. Relief is highly effective on muscle and joint pain, back pain, arthritic pain, bruises, sprains, and strains. Patients and athletes say it produces results that are faster, more effective, and longer lasting than any product they have tried, with many calling it "The Miracle Cream." For more information on Relief's effectiveness and versatility, see professional and consumer reviews at <http://corganics.com/more/reviews>.
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SierraSil

# Pain Relief

Topical Spray

Health You Can Feel™



Temporarily  
relieves  
minor aches  
and pains

Net Wt. 1.5000 FL. OZ.



SierraSil SierraSil

## Pain Relief

Topical Spray



Temporarily relieves minor aches and pains

Always use responsibly to avoid skin irritation. See back for full directions.

Net Wt. 1.5000 FL. OZ.

SierraSil

Years Active: 10

[www.sierrasil.com](http://www.sierrasil.com)

877-743-7720

[info@sierrasil.com](mailto:info@sierrasil.com)

1. SierraSil Pain Relief Topical Spray combines seven of the world's finest pain-reducing ingredients including camphor oil, eucalyptus oil, aloe vera oil, peppermint oil, rosemary oil, as well as the SierraSil minerals. The unique process of combining the essential oils requires no preservatives, synthetics, additives or fillers, which enables us to reach much higher concentrations of the essential oils, providing instant temporary relief.

SierraSil's Pain Free Topical Spray offers 25 percent menthol concentration and 6 percent camphor as active ingredients, which is significantly higher than most topical application products on the market. The natural oils work to increase blood flow. This brings more immune cells into the area to carry out the job of mopping up the damaged cells and tissues, and ensures that the tissue cells have an adequate supply of nutrients to support the healing process. Increased blood flow also facilitates the removal of waste products and toxins released by dead or dying cells.

2. The product is competitively priced in retail at \$19.99 for a 30 ml bottle. Because of the high concentrations of essential oils, a small amount of the spray is needed to achieve desirable affects, allowing the end user to get many applications from one bottle.
  3. SierraSil Pain Relief Topical Spray can be used during massage or physiotherapy sessions for added relief. The long-lasting effect will make the patient feel like the treatment continues long after they have left the clinic. Just spray 2-3 pumps on the affected area and massage into the skin in a circular motion.
  4. SierraSil Pain Relief Topical Spray can be applied to bruises, swelling, muscle / joint soreness and stiffness, as well as tears, sprains and strains.
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Dr. Hoy's  
Years Active: 8  
[www.drhoys.com](http://www.drhoys.com)  
888.674.8000  
[info@drhoys.com](mailto:info@drhoys.com)

1. We help you "Focus on your life, your game ... NOT your pain!"™ with two formulas to be used alone or together. DOCTOR HOY'S™ Natural Pain Relief Gel is water-based with a unique time-release delivery system, giving 2-5 hours of deep relief depending on the density of tissue. It contains arnica, which decreases inflammation in a safe and healthy way. It combines natural menthol and camphor, which is cool when applied, then gradually warms to provide comforting relief from inflammatory conditions such as arthritis, sprains, backache, sore joints and strains. Apply once for minor pain, twice for medium pain and three times for severe pain. Vanishing scent, no oils, no residue.

Arnica Boost combines *Arnica montana*, MSM and aloe, attacking pain and inflammation. It's

unscented, has no sensation and is massage friendly. It stimulates circulation to promote healing, pain relief and rapid bruise relief. It contains St John's wort and calendula, relieving nerve pain and spasms for those suffering from peripheral neuropathy and restless leg syndrome. It can be used on open wounds and sensitive areas such as the face and groin.

Combine both topicals to extend relief time and expedite healing. The combined action makes this a truly unique product.

2. Providing hours of relief with each application, DOCTOR HOY'S™ is a phenomenal value. Clinic and retail pricing are available for the Natural Pain Relief Gel (4, 8, 32 and 64 oz.) and Arnica Boost (3 and 32 oz.).
3. We place you on our website so clients looking for DOCTOR HOY'S™ can make their purchase through you. Because it is "The Everyday, Do-It-Yourself, Pain Management in a Bottle ... That Works!"™
4. Our products are effective for pre- / post- physical activity, onset of pain / stiffness, massage, ultrasound, and for use with kinesiology taping (gel only).