

NEWS RELEASE
FOR IMMEDIATE RELEASE

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Performance Health Introduces New, Improved Biofreeze® Pain Reliever

The #1 clinical pain reliever now has an enhanced formulation and a new colorless option.

Akron, Ohio – December 21, 2011 – Performance Health introduces new, improved Biofreeze® Pain Reliever. This new product will be available for purchase on January 1, 2012.

For over 20 years, Biofreeze Pain Reliever has been helping people reduce their pain and manage discomfort. This market leading topical analgesic provides relief for millions of individuals suffering from sore or strained muscles, shoulder and arm discomfort, neck, hip and leg pain, back pain, painful joints, ankle and foot pain, and pain associated with bruising or arthritis.

“We took the #1 clinically used and recommended topical analgesic and improved it based on customer feedback. The result is a formula that is preferred by 4 out of 5 topical analgesic users⁽¹⁾. We made it better in three key ways,” stated Doug Stuckey, Senior Product Manager, Performance Health. “First, we made the new formula more natural by adding an enhanced botanical blend and removing the paraben and propylene glycol. Next, we added two new effective skin conditioners so it applies easier and penetrates quickly. And finally, we created a colorless option for patients and practitioners who prefer that.”

New, improved Biofreeze is 100% paraben-free and propylene glycol-free, and is available in Green and Colorless (dye-free) versions. Its new botanical blend includes ilex, arnica, aloe, boswellia, calendula, green tea, burdock root and lemon balm. Free product samples, custom printed with a practice name and phone number, can be ordered to match the practitioner’s formula preference—either Green or Colorless. For more information or to order, call 1- 800 BIOFREEZE (246-3777).

The new product is available in both clinic-application and at-home sizes.

In-Clinic

16 fl oz Gel Pump, Green
32 fl oz Gel Pump, Green and Colorless
1 gallon Gel Pump, Green
5 g Gel Packet (100 count), Green

At-Home

4 fl oz Tube, Green and Colorless
4 fl oz Tube with Hands-Free Applicator, Green
3 fl oz Roll-On, Green and Colorless

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“Healthcare professionals rely on our market leading Biofreeze and Thera-Band brands because we provide much more than just effective, professional quality products,” continued Stuckey. “We support our healthcare partners with free practice-building programs, national brand awareness programs, clinical evidence for our products, and patient education tools. This is what truly makes our brands special.”

About Performance Health

Featuring leading brands like Thera-Band®, Biofreeze® and the new Pedigenix™ Foot Care System, Performance Health offers a broad portfolio of products for the therapy, rehabilitation, wellness, massage, podiatric and performance markets. In addition to market-leading products, Performance Health provides practice building support, evidence-based protocols, clinical and product education, turn-key dispensing and pain management solutions. www.thera-band.com, www.biofreeze.com, www.pedigenix.com, www.thera-bandacademy.com

1. Decision Analyst, a leading, global marketing research and analytical consulting firm, conducted a detailed at-home use study with current Biofreeze users. In the study, New and Improved Biofreeze was tested blindly among regular users of topical analgesics. The study demonstrated that the new formula is preferred by 4 out of 5 users.

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