

Pain Away™

Rub it on and pain is gone

THE NUMBERS

- ❑ It is estimated that 48 million Americans suffer from chronic pain
- ❑ Each year, pain costs Americans some 4 billion work days and \$65 billion in productivity
- ❑ The National Institute of Neurological Disorders and Stroke estimates that Americans spend at least \$50 billion annually on low back pain alone
- ❑ Back pain is one of the most common neurological ailments in the U.S., second only to headache
- ❑ Close to 22 million Americans regularly take prescription painkillers

IT'S PLAIN PAIN!

The International Association for the Study of Pain defines it as "An unpleasant sensory and emotional experience associated with actual or potential tissue damage or described in terms of such damage." And whether it comes from banging your shin on the coffee table in the dark or from more serious and long-lasting sources like osteoarthritis, it is pain, and it hurts.

Pain is a complex force in the human body. The impulse your brain eventually interprets as "pain" begins at the point of whatever injury you sustain. You touch a hot burner, and the pain impulse heads straight for

your brain. But the pain also triggers the release of several biochemicals, and many of these biochemicals cause inflammation and swelling. If you have ever twisted your ankle, you have most likely witnessed the rapidity of this reaction. Almost as soon as the pain impulse hits your brain, the swelling starts and moves fast. Your foot and ankle may quickly swell to a size larger than your shoe.

While we tend to associate this entire process with the negative impact of the pain, the inflammation is actually your body working quickly to protect the injury site from further damage. The swelling is due to healing fluids bathing the injury and cushioning it from more injury. Of course, when the inflammation is prolonged or out of control -- as is the case with arthritis, for instance -- it can actually destroy body tissues, like joints. The inflammation itself often causes more pain, further complicating the scenario.

FROM BAD TO WORSE

The biochemicals that are released in response to the stimulus causing the pain do more than initiate the process of inflammation, however. One of these chemicals, identified by the mysterious-sounding name of Substance P, actually behaves like a pain megaphone. It not only amplifies the pain message directed toward the brain, it also triggers the release of other inflammatory and pain-causing biochemicals like histamine, bradykinin, and prostaglandin.

Substance P is released in the spinal cord as the pain impulse passes there via C fibers, the nerve tissues that transmit the pain message.

THE GREAT EQUALIZER

Some 2,500 years ago, the Greek playwright Aeschylus perhaps said it best: "Who apart from the gods is without pain for his whole lifetime's length?" The simple fact is, pain afflicts every one of us at some point, and millions of us battle chronic pain as a part of our everyday lives. Pain is certainly no respecter of persons -- we're all susceptible all the time. So what can we do about it, aside from stuffing ourselves with potent prescription and over-the-counter painkillers that can wreak havoc on our liver and other body organs and systems over time?

Well, Healing America offers a natural, topical pain relief formula in Pain Away. Pain Away attacks pain in three major areas: it decreases the levels of biochemicals involved in pain, it blocks the release of Substance P and thereby impedes the transmission of the pain impulse, and it slows transmission of the pain impulse along the spinal cord.

Let's take a look at the components of Pain Away:

St. John's Wort

Its scientific name is *Hypericum perforatum*, and this strong-smelling plant has been used for centuries for various health benefits, from helping

to heal wounds on the battlefield in days of yore, to the more commonly known modern use in promoting positive psychological health and emotional balance. With regard to pain, however, it is the chemicals called flavanols and flavonoids in St. John's Wort that exhibit strong anti-inflammatory effects. A reduction in inflammation inhibits processes that generate pain.

Arnica

Long-used as a natural topical painkiller, arnica is more commonly known as Leopard's Bane. The sesquiterpene lactones in arnica help reduce inflammation and pain. When applied to bruised and swollen areas, arnica helps break up and disperse the fluids that accumulate at the site of an injury.

Calendula

You probably are more familiar with its common name of Marigold, but the bright golden orange and yellow flowers of Calendula have been used for centuries for their numerous health benefits. The high levels of flavonoids in calendula, as well as its triterpenoids, are responsible for much of its anti-inflammatory effect.

Cayenne

The potent cayenne pepper has been used for centuries to help ease stomach pains, cramping, and gas, as well as to treat circulatory problems. When applied topically (on the skin), cayenne has a "counterirritant" effect -- it causes a mild irritation to the skin at the area where it is applied, and this diverts attention from the original pain. That's why it works well with the joint pain from arthritis, for instance. The sensation of heat or mild burning cayenne causes is less unpleasant than the joint pain of arthritis, and it distracts us from the perception of the joint pain, thereby effecting relief.

This "heat" we feel when our skin comes in contact with cayenne is due to its capsaicin content. Capsaicin also temporarily depletes neurotransmitters such as Substance P from sensory nerves, which reduces their ability to transmit pain signals.

Menthol (from Peppermint)

It is probably one of the most familiar scents and tastes in the world, used in everything from chewing gum and toothpaste to tea, candy, and even candles. Peppermint is actually a hybrid of watermint and spearmint that was first cultivated in England in the 18th century. It has been used for centuries as an herbal treatment for a whole host of ills, including indigestion, coughs and colds, bad breath, and the pain from sprains and strains.

The substance in peppermint responsible for the majority of these health benefits is the essential oil menthol. Menthol lessens the perception of pain. In fact, several studies have shown menthol to reduce the activity of C fibers in the nervous system. These are the primary transmitters of the pain impulse.

Mahanaryan Oil

Mahanaryan oil is an Ayurvedic (traditional Indian health practice) massage oil used to reduce pain. It is a potent combination of a number of herbs, including asparagus racemosus, ashwagandha, jatamansi, boerhaavia diffusa, saffron, and sida cordifolia. The heating properties of mahanaryan oil make it very helpful in the reduction of joint pain, especially that associated with rheumatism and arthritis.

Ginger

Used for centuries to stop scurvy, sea-sickness, hair loss, and generally aid in digestion, ginger root is considered the "universal medicine" by

India's Ayurvedic herbalists. For many years, ginger has been used as a common remedy for symptoms associated with cold and flu. Gargling with a ginger rinse helps to ease the pain of a sore throat.

Ginger works as a selective inhibitor of cyclooxygenase-2 (COX-2), which makes it a powerful anti-inflammatory agent. In fact, 2 of the most popular drugs for treating arthritis today, Celebrex and Vioxx, are COX-2 inhibitors.

PUTTING IT ALL TOGETHER

We've all heard the saying, "No pain, no gain." It is a signal of our acceptance of the universal pain factor. But why not consider the alternative? Why not just say, "No pain"?

Well, that's exactly what Healing America's Pain Away says to all of us. No pain.

The natural herbs and ingredients that constitute the soothing properties of this potent and quick acting topical pain reliever are delivered directly through the skin to the underlying tissues and joints via a proprietary transport system made up of DMSO (dimethylsulfoxide), pH-balanced limonene (an essential oil derived from citrus rind), and wintergreen oil. Pain Away is such a powerful pain relief formula that just a few drops deliver soothing warmth and pain relief within mere seconds of application.

CAUTIONS

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease, but rather is a dietary supplement intended solely for nutritional support.

SOURCES

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