



JAGUAR
M **Massage**



JAGUAR MASSAGE GEL

What is it for?

- ✘ For backaches, arthritis, bruises, strains, shoulder tension and an aching neck.
- ✘ Comes in a gel form, making it easy to apply over large areas of the body.



JAGUAR MASSAGE GEL

Who can use it?



Family



Work



Sports



BACKACHES

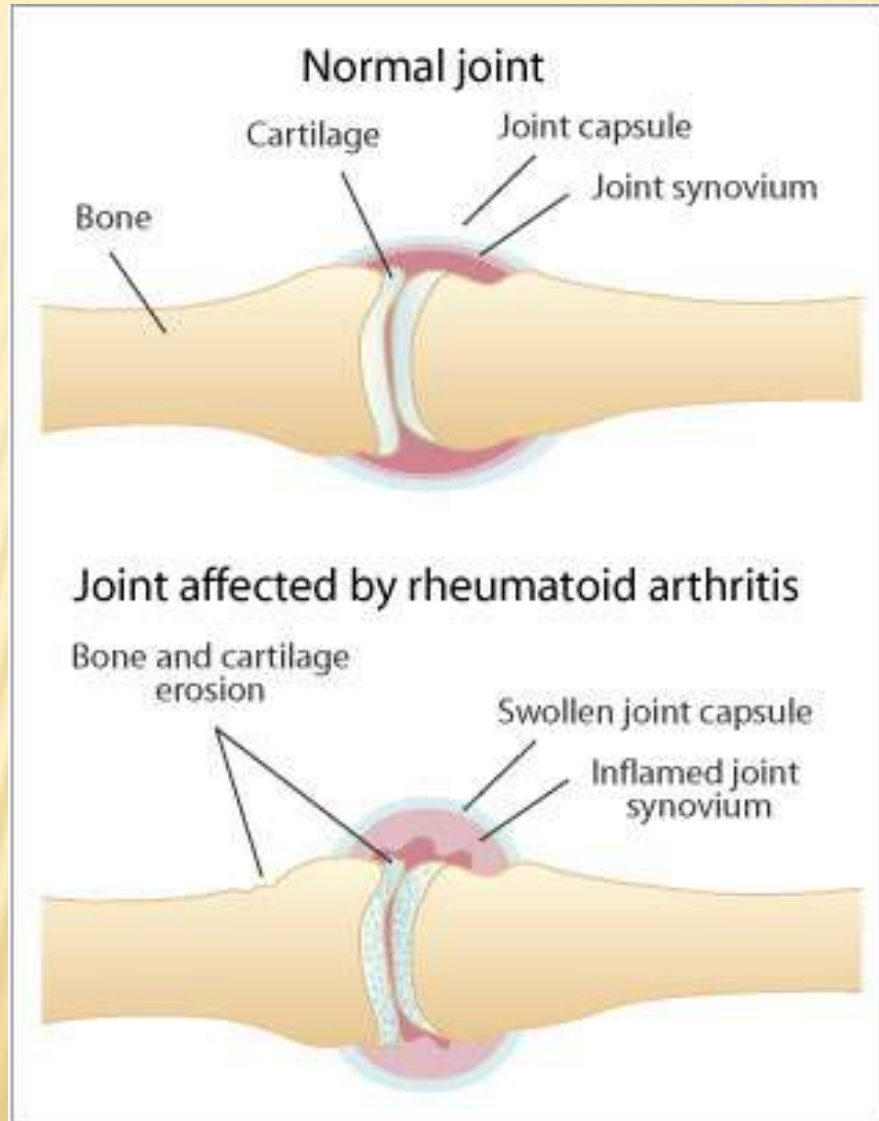
- × Symptoms: In most cases of backache, the pain is usually felt either in the middle of the back or lower down. It may spread to both sides of the waist and the hips. In a condition of acute pain, the patient is unable to move and is bedridden.
- × The main causes of backache are muscular tension, straining of the joints, poor posture, and incorrect nutrition resulting from dietetic errors and lack of exercise.



ARTHRITIS:

Types and Symptoms:

1. Osteoarthritis: Joint pain and progressive stiffness without noticeable swelling, chills, or fever during normal activities.
2. Rheumatoid arthritis: Painful swelling, inflammation, and stiffness in the fingers, arms, legs, and wrists occurring in the same joints on both sides of the body, especially on awakening.
3. Infectious arthritis: Fever, joint inflammation, tenderness, and sharp pain, sometimes accompanied by chills and associated with an injury or another illness.





BRUISES:

Mechanism:

Increased distress to tissue causes capillaries to break under the skin, allowing blood to escape and build up. As time progresses, blood seeps into the surrounding tissues, causing the bruise to darken and spread. Nerve endings within the affected tissue detect the increased pressure, which, depending on severity and location, may be perceived as pain or pressure or be asymptomatic.



MUSCLE STRAIN

- ✘ Muscle strain or muscle pull or even a muscle tear implies damage to a muscle or its attaching tendons. You can put undue pressure on muscles during the course of normal daily activities, with sudden, quick heavy lifting, during sports, or while performing work tasks.



Strained muscle tissue



Normal muscle tissue



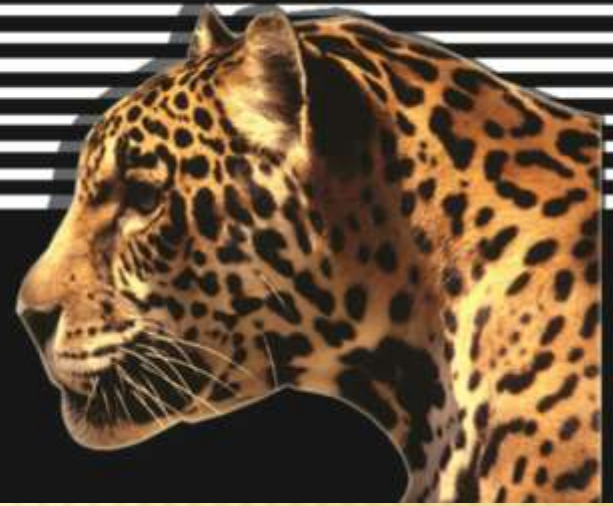
M JAGUAR

Massage

50 grams

Gel For relief of Muscular Pains

 Alpha Medicine



Composition :

Menthol	0.4 %
Camphor	0.2 %
Eucalyptus oil	1 %
Methyl paraben	0.5 %



MENTHOL

* Menthol, after topical application, causes a feeling of coolness due to stimulation of 'cold' receptors by inhibiting Ca^{++} currents of neuronal membranes.

Menthol produced a dose-dependent increase in the pain threshold .

* Menthol has analgesic properties that are mediated through a selective activation of kappa-opioid receptors.

"Galeotti N, Di Cesare Mannelli L, Mazzanti G, Bartolini A, Ghelardini C (2002), "Menthol: a natural analgesic compound." Neurosci Lett. 2002 Apr 12;322(3):145-8."



CAMPHOR

- *Apply immediately to reduce swelling of bruises and sprains. Camphor has a strong, penetrating, fragrant odour.
- *Patients suffering from sore muscles and arthritic pain, can benefit from the uses of camphor oil, as it also holds the property of being analgesic (capable of relieving pain).
- *Camphor is used topically to increase local blood flow and as a “counterirritant,” which reduces pain and swelling by causing irritation.
- *Camphor acts as slight local anesthetic and antimicrobial substance.

“national agency for medicines”

EUCALYPTUS OIL



Eucalyptus oil has anti-inflammatory and analgesic qualities as a topically applied ingredient.

Topically as a rubefacient for treatment of rheumatic complaints (2, 3).

- “
Göbel, H., Schmidt, G., Soyka, D., *Effect of peppermint and eucalyptus oil preparations on neurophysiological and experimental algometric headache parameters, Cephalalgia, Vol. 14, Iss. 3, pp228 - 234, 19 Jan 2002.*”
- “Hong, C-Z., Shellock, F.G., Effects of a topically applied counterirritant (Eucalyptmint) on cutaneous blood flow and on skin and muscle temperatures: a placebo-controlled study, *American Journal of Physical Medicine & Rehabilitation* 70(1):29-33, February 1991.”
- ✘ (2) Reynolds JEF, Prasad AB. *Martindale, the extra pharmacopoeia*, 30th ed. London, Pharmaceutical Press, 1996.
 - ✘ (3) Leung AY, Foster S. *Encyclopedia of common natural ingredients used in food, drugs, and cosmetics*, 2nd ed. New York, NY, John Wiley & Sons, 1996.

JAGUAR DETAIL AID:



Family



Work



Sports

Backaches, arthritis, bruises, strains, shoulder tension and an aching neck.



Menthol

"Menthol has analgesic properties that are mediated through a selective activation of k-opioid receptors." (1)



Camphor

"Camphor acts as slight local anesthetic and antimicrobial substance." (2)



Eucalyptus Oil

"Eucalyptus oil has anti-inflammatory and analgesic qualities as a topically applied ingredient." (3),(4)

JAGUAR Massage comes in a gel form, making it easy to apply over large areas of the body.

References:

(1) Galeotti, M., Marinella, L.D.C., Maggari, G., Bartolonia, A., Ghelardini, C. (2002). "Menthol: a natural analgesic compound". *Neuroscience Letters* 322 (2): 145-148. doi:10.1016/S0304-3942(01)02527-7

(2) National Agency for Medicines

(3) Gobi, H., Schmidt, G., Soyka, D. Effect of peppermint and eucalyptus oil preparations on neurophysiological and experimental algometric headache parameters. *Cephalgia*, Vol. 14, Iss. 3, pp238 - 254, 19 Jan 2002.

(4) A. Nong, C-Z. Shallock, F.G. Effects of a topically applied counterirritant (Eucalyptus) on cutaneous blood flow and on skin and muscle temperatures: a placebo-controlled study. *American Journal of Physical Medicine & Rehabilitation* 70(1):29-33, February 1991.

