



O24 Fibromyalgia™



Supported by FM-CFS Canada and by the National Fibromyalgia Association's Seal of Approval.
Clinically tested and medically proven. US patented pain relief.

Natural pain neutralizer • Strong, safe pain relief • Treating pain associated with Fibromyalgia

Finally, a topical pain reliever that really works for Fibromyalgia patients. O24 Fibromyalgia™ is the first product of its kind to carry a seal of approval from the National Fibromyalgia Association (NFA); FDA approved and has been clinically shown to relieve Fibromyalgia. In Canada, the product has received the endorsement of FM-CFS Canada.

Information for Professionals and Consumers: O24 Fibromyalgia™ is a natural pain neutralizer that is indicated for the fast, long-lasting relief of muscle and joint pain resulting from arthritis, rheumatic conditions, spasms, inflammation, and everyday physical stress and strain associated with Fibromyalgia.

What is Fibromyalgia? Fibro- connective tissue of tendons and ligaments. Mayo- muscle. Algia- pain. Fibromyalgia is widespread pain in the muscles, ligaments and tendons that connects muscles to bones. The diagnostic criteria for Fibromyalgia are widespread aches and pains in eleven or more out of eighteen specified tender points. Areas of increased sensitivity to pressure well defined anatomically, usually not located in the area the patients are complaining about.

How common is Fibromyalgia? Fibromyalgia affects an estimated 11 million people in North America (2%-6% of all people). Usually affecting women over 50. Women suffer from this disease four times more than men.

What is O24 Fibromyalgia™? O24 Fibromyalgia™ is a 100% natural pain relief solution.

What is O24 Fibromyalgia™ indicated for? O24 Fibromyalgia™ is indicated for the fast, long-lasting relief of muscle and joint pain resulting from arthritis, rheumatic conditions, spasms, inflammation, sports activities, and everyday physical stress and strain. O24 Fibromyalgia™ provides effective "strong, safe pain relief". Physicians, practitioners, clinics, athletic organizers and consumers throughout North America and Europe have endorsed O24™.

What are the ingredients of O24 Fibromyalgia™? Created by a European scientist, the O24™ patented process combines seven of the world's finest pain-reducing ingredients: camphor oil (white) (Japan), eucalyptus oil (Australia), aloe vera oil (Mexico), peppermint oil (India), rosemary oil (Spain), lemon oil (USA) and orange oil (USA). Only the highest quality essential oils are used, and O24™ contains no preservatives, synthetics, additives or fillers.

How does O24 Fibromyalgia™ work? The ingredients in O24 Fibromyalgia™ reduce the activity of pain receptors via a number of therapeutic mechanisms. They also help to heal damaged nerve tissue, which is important because normal nerve conduction is required to help coordinate the healing process. This also further reduces pain, as some of the pain that occurs in traumatic injuries is generated by the nerves themselves.

O24 Fibromyalgia™ also increases local 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. Increasing local blood flow also facilitates the removal of waste products and toxins released by dead or dying cells. The action on blood circulation is further enhanced by the ability of a number of the chemical constituents of these herbal extracts to promote the healing of damaged blood vessels. Collectively, these actions support the body's natural ability to heal the damaged tissues and resolve the inflammation.

O24 Fibromyalgia™ contains chemical constituents that have a number of direct anti-inflammatory actions. In isolation, this effect would be completely symptomatic. However, in combination with the other therapeutic actions of this formulation, this helps to improve symptomatic relief while simultaneously supporting the underlying healing process.

One of the ingredients in O24 Fibromyalgia™ is camphor. *Camphor oil (white)* is a penetrating medicinal oil that is derived from the tropical tree, *Cinnamomum camphora*. It reduces pain, spasms and inflammation, promotes tissue healing and stimulates local circulation. Camphor works by inhibiting secretion of the neurotransmitter catecholamine. *Eucalyptus oil* (*Eucalyptus globulus*) is derived from the blue gum tree. It reduces pain, spasms and inflammation, and stimulates local blood circulation and the removal of waste products and toxins from the tissues. It also helps to reduce nerve inflammation and pain, and has a mild clearing and stimulating effect on the mind, which helps to reduce fatigue. *Aloe Vera oil* (*Aloe spp.*) reduces inflammation and pain, and promotes healing of damaged tissues. It also aids in the repair of damaged blood vessels, which often occurs in traumatic injuries. *Peppermint* is a sterile hybrid between spearmint (*M. spicata*) and water mint (*M. aquatica*), which must be propagated by rhizome cuttings. Peppermint oil (*Mentha x piperita*) reduces pain, inflammation, and spasms, and stimulates local blood circulation. Like eucalyptus, peppermint also has a mild clearing and stimulating effect on the mind, which helps to reduce fatigue. *Rosemary oil* (*Rosmarinus officinalis*) is derived from rosemary, a shrub of the mint family. It reduces pain, inflammation, and spasms. It is particularly healing for damaged blood vessels and nerves, and significantly improves local blood circulation. *Lemon oil* (*Citrus limon*) reduces spasms, stimulates local circulation, and aids in the elimination of toxins and waste products from the tissues. It also helps prevent scar formation. *Orange oil* (*Citrus x sinensis*) reduces muscle spasms and tension. It helps to relax strained or sore muscles, and reduce fatigue.

How is O24 Fibromyalgia™ different from other topical pain medication? The O24 Fibromyalgia™ formula is a unique blend of seven essential oils. These oils are extractions of plant materials, often rich in terpenes (volatile plant compounds with distinctive scents). Many of the terpenes impart CNS depressant effects. They interact with neuronal phospholipids membranes and alter the function of ion gates and receptors. Pain causes inflammation in the nerves at the pain site. When the O24 Fibromyalgia™ is applied topically; it acts by regulating the temperature at the pain site- bringing the body part to its normal temperature. This temperature regulation is what reportedly reduces the inflammation and helps bring temporary relief from the pain.

Other products act by either heating or cooling the pain site, which often fail to properly bring back the inflamed body part to its normal temperature. Consequently, many topicals offer little, brief, or no pain relief. Such products often include additives, such as mineral oil and paraffin. Mineral oil blocks the skin’s pores. Paraffin heats the pain site but does not allow the skin to breathe. O24 Fibromyalgia™ distinguishes itself from topical creams and balms because it has no binding agents, carriers, or preservatives, which may cause irritation and rashes.

What is the difference between O24™ Pain Neutralizer and O24 Fibromyalgia™? O24 Fibromyalgia™ is intended for and has been clinically tested on patients suffering from chronic pain associated with Fibromyalgia.

What were the results of the clinical studies of O24 Fibromyalgia™?

Over 90% of Fibromyalgia patients reported improvements. The study results showed statistically significant improvements in the patient group treated with O24 Fibromyalgia™ compared to the placebo.			
Significantly reduces pain	Reduces fatigue	Improves sleep	Reduces swelling and inflammation
Increases blood circulation	Less medication required in some cases		

Where was the clinical study done? A double blind clinical study conducted in the fourth quarter of 2004 by Dr. Gordon Ko, Head of Fibromyalgia Clinic and Dr. David Berbrayer at Sunnybrook and Women’s Health Sciences Centre (University of Toronto) found that 90% of patients who used O24 Fibromyalgia™ reported mild to moderately better improvement versus only 7% who were given a placebo.

How effective is O24 Fibromyalgia™? O24™ generally provides up to six hours of relief. Individuals may experience varying lengths of relief depending on the degree of pain. The effect of O24™ can be felt almost immediately, with most users experiencing relief within 10 to 15 minutes of application. Optimal results can be obtained by using O24 Fibromyalgia™ regularly. Medical and clinical studies have demonstrated the effectiveness of O24 Fibromyalgia™.

How is O24 Fibromyalgia™ applied? O24 Fibromyalgia™ is available in 30ml/1oz spray bottle and pre-moistened towelettes. It can be used three or four times a day. O24 Fibromyalgia™ should be sprayed onto the affected area and massaged into the skin in a circular motion with light pressure. When using the towelette, massage the wipe onto the skin, also in a circular motion with light pressure. O24 Fibromyalgia™ can be used during massage or physiotherapy sessions. Two to four sprays or one towelette of O24 Fibromyalgia™ can also be put into a running bath. It is suggested that this be done before bed for the best results. Capturing the pain and tension throughout the entire body, O24 Fibromyalgia™ will be both effective and relaxing, allowing the consumer to wake up more refreshed and less stressed.

Could O24 Fibromyalgia™ be used for an extended period? O24 Fibromyalgia™ may be used for pain management without building up a tolerance. A healthcare professional should be notified if any type of symptom persists for more than seven days.

Does O24 Fibromyalgia™ have a scent? O24 Fibromyalgia™ has a distinctive, but pleasant, scent, similar to peppermint. If the scent is too strong, O24 Fibromyalgia™ can be washed off after 20 minutes without diminishing its effectiveness.

Could a bath or shower be taken after applying O24 Fibromyalgia™? Since O24 Fibromyalgia™ is absorbed by the skin quickly, a bath or shower can be taken about 30 minutes following application. As O24 Fibromyalgia™ does not contain capsaicin; there will be no burning sensation upon contact with hot water.

How can you use O24 Fibromyalgia™ effectively when you have wide spread pain? Spray O24 Fibromyalgia™ 30ml/1oz spray twice or use 2 towelettes in a bath. Soak for 20 minutes or more, 1 hour before bedtime to reduce pain before retiring.

Are there any side effects? No long-term side effects have been reported. Rare instances of minor skin irritation and allergic reaction to peppermint have been reported.

Is it safe to take O24 Fibromyalgia™ with other medications? There is no known drug interaction with O24™ and any prescription or OTC product. It is not necessary to, nor should you, combine O24™ with any other topical pain medication.

Who should not use O24™? O24™ should not be used by individuals with epilepsy, pregnant or nursing women, and children under the age of 2. Anyone who is taking pharmaceutical drugs on a regular basis should consult their physician before using this product. Some may be allergic to peppermint and/or other herbs in the essential oils. O24™ is not for use on wounds, or damaged or irritated skin. Contact with the eyes and mucous membranes should be avoided.

References

1. Dr. Gordon Ko, M.D. Head of Fibromyalgia Treatment Clinic; Medical Doctor for Canadian Centre for Integrative Medicine.
2. Dr. David Berbrayer. M.D Head, Department of Rehabilitation Medicine, Sunnybrook and Women’s Health Sciences Centre at the University of Toronto