



**TESTING LAB**

T E S T   Y O U R   P R O D U C T

# Polar Frost pain relieving gel user testing

- Content of user testing
- Tested products
- Test group
- Results
- Tested brand

## Content of user testing

- Test period was 2 months
  - Real operating conditions and real environment
  - Objective user experience
  - User opinion, feedback, needs and ideas
- Users point out product functionality, effectivity and quality



## Tested products

- Polar Frost pain relieving gel
- Each tester had pain relieving gel tube and roll-on



## Test group

- 100 testers
- 3 main test groups
  - Competitive athletes
  - Fitness enthusiasts
  - Office workers with neck and shoulder tensions and pains
- Test group members were selected based on muscle tensions and pains



# Results

## Use of Polar Frost pain relieving gel

- Polar Frost is absorbed immediately to skin and clothes stay clean
  - When using gel to left leg, right leg has already dried during that time
- Skin stays moisturized and soft
- Texture is good, gel is easy to use
- Especially roll-on is very easy and comfortable to use anywhere and any time
- Gel does not cause a burning effect to eyes so and it is more user friendly than other similar products

## Efficiency of Polar Frost pain relieving gel

- Fast, efficient and long lasting cooling effect
- Cooling effect is cold enough and deep enough to help and relieve muscle pains
- Some testers felt that gel was even too cold when it was used in some specific body parts and this also shows the efficiency of the gel
- If needed, the efficiency of the cooling effect can easily be increased by
  - Using a bit more pain relieving gel
  - Massaging painful place by using pain relieving gel
  - Repeating the pain relieving gel treatment after 1-2 hours



## Efficiency of Polar Frost pain relieving gel (2)

- Efficiency of the pain relieving gel was very powerful when it was used after training and also regularly during the rest of the day
- If needed, pain relieving gel continuous usage for 1-2 next days was enough to relieve most different kinds of pains and tensions and to relax muscles

## Tester comments about the efficiency of Polar Frost

- "The efficiency of Polar Frost changed my opinion from the of pain relieving cold gels"
- "Pain relieving gel was unbelievably efficient"
- "Absolutely the most efficient cold gel that I have ever used"

## Polar Frost pain relieving gel vs. Cold bag

- When compared to cold bag, the cooling effect of Polar Frost pain relieving gel is
  - More powerful functionality
  - More constant cooling effect
  - Longer lasting cold treatment
  - Wider impact
  - Comfortable and more user friendly
  - Easier to use anywhere and anytime

## Neck and shoulder tensions and pains

- Testers were positively surprised that gel relieved pain so quickly and efficiently
- Polar Frost cooling effect was pleasant to neck and shoulders
- Polar Frost helped to neck and shoulder pains and tensions
- Shoulders became relaxed and loosened and shoulders did not felt so tight anymore
- Back and neck tensions and pains relaxed and relieved
- Regular headache caused by neck and shoulder tensions disappeared
- Helped to migraine, no need to take medicine when using Polar Frost at the time when migraine was about to start
- Before test period, one tested had regular long lasting headache few times a week because of neck tensions and 800 mg burana or other pain killers did not help. He normally had to take migraine medicine at least twice a week. After starting to use Polar Frost pain relieving gel, tester needed to take only one time migraine medicine during first three weeks. During 2 month test period, tester had short lasting headache only three times.
- Before test period, one tester had used Voltaren but she could move her hand only slightly because of pain on shoulder and arm. In the beginning of test period, tester used Polar Frost pain relieving gel two times and tester could move her hand normally without pain



## Tensions and pains caused by sports

- Instant and powerful cooling effect and pain relieve
- Tensions relieved, muscles relaxed and muscle recovery fastened
- Thighs and calfs did not feel so hard and strained anymore
- Helped to painful knees, no need to take pain killers
- Helped to shoulder which normally came painful after training
- Helped to shin splint
- Leg tensions caused by daily and hard competitive based training relaxed and legs felt more elastic and flexible than normally
  - More comfortable to start training session on the next day
  - Surprisingly positive effect on increasing training amount and/or training load
- Tendons behind knees became very tensed up after hard training but cold gel helped tendons to loosen up

## Tensions and pains caused by sports (2)

- Marathon runner did a one minute massage to front and back thighs by using pain relieving gel after first long and high intensity marathon training (3:45min/km) and thighs were in very good condition on the next day even though thighs were a bit painful exceptionally already during that marathon training
- 4 running training sessions during 5 days (High intensity interval running, long running, long constant high intensity running and long running, totally 110 km). On the first day after that, leg muscles were very strained and running was difficult, so pain relieving gel was used after training. On the second day, muscles were noticeably more relaxed and pain relieving gel was used again after running. On the third day, fast running training with a high intensity was marked on a training plan and it was done with fresh and relaxed legs thanks to Polar Frost pain relieving gel
  - During next, even harder, training period, cold gel was used already during training period and muscles were only slightly tensed compared to training period without cold gel

## Other tensions and pains

- Pain disappeared from lower back
  - Lower back had been painful for a long time but pain disappeared totally after using pain relieving gel regularly for two days. Lower back has been painless after that
- Whole back muscle chain became more relaxed and elastic
- Momentary relieve to pains caused by slipped disk
- Helped to wooden leg, leg became more functional
- Polar Frost helped to painful muscle pains better than pain killers

## Effect on recovery

- Recovery started in a fast and efficient way when using Polar Frost pain relieving gel right away after training
  - Positive effect on muscle recovery from training
- After training muscles did not feel so tired during the rest of the day
- Faster recovery on elderly exercisers, muscles did not become as strained as normally and muscles are more relaxed
- Faster recovery especially from long and high intensity trainings. Also muscle pains were smaller after training



## Preventive use of pain relieving gel

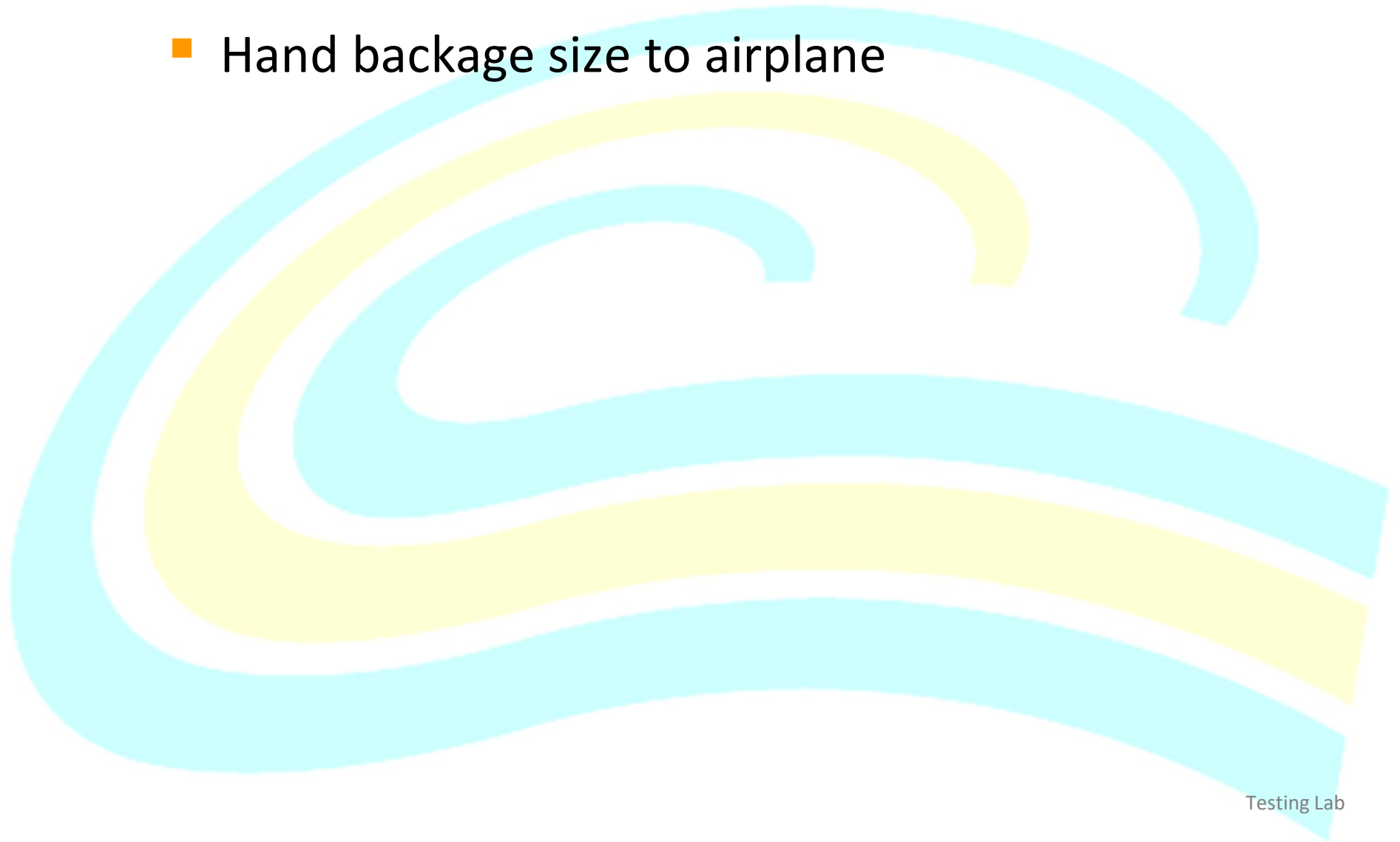
- Preventive use of pain relieving gel after hard, long and unfamiliar exercises was a good and easy way to avoid muscle pains and problems

## Best of Polar Frost pain relieving gel

- Roll-on is easy and convenient to use
- Easy to use anywhere and anytime
- Texture is good, gel is easy to use
- Gel is absorbed immediately
- Clothes stay clean
- Skin stays moisturized and soft
- Instant and powerful functionality
- Cooling effect is cold enough and deep enough
- Long lasting cooling effect
- Helps to neck and shoulder pains and tensions
- Tensions relieved, muscles relaxed and recovered faster
- Improved recovery from training
- Better sleep because of pleasant and efficient cooling effect

## Improvements

- Hand backage size to airplane





Rating



## Would you recommend Polar Frost pain relieving gel to your friend

- 96 % of the testers would recommend Polar Frost pain relieving gel to a friend
  - This means that 96 from 100 testers would recommend Polar Frost pain relieving gel to a friend

## The Tested Testing Lab brand

- Tested Testing Lab is a sign of quality!
- Sport and wellness products are tested on sporting people
- Tested high quality products are awarded the Tested Testing Lab brand licence
- Polar Frost pain relieving gel is awarded the Tested Testing Lab brand licence



# Polar Frost pain relieving gel - User testing

Roll-on is easy and convenient to use

Easy to use anywhere and anytime

Instant and powerful functionality

Gel is absorbed immediately

Cooling effect is cold enough and deep enough

Clothes stay clean

Long lasting cooling effect

Skin stays soft and moisturized

Relieves neck and shoulder pains and tensions

Better sleep because of pleasant and efficient cooling effect

Tensions relieved, muscles relaxed and recovered faster

Improved recovery from training



## More information

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