

Feel it in seconds...

Dynamint

Muscle Cream, Roll-on & Spray

Safe,
Natural,
Effective.



For aching muscles,
joint & back pain and for
help with Arthritic pain
& growing pains



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And all good
independent
pharmacies and
health food stores



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Dynamint™ has four main uses:

- ◆ For aching muscles, joints & back pain
- ◆ For use both pre and post sporting activity to help aid injury prevention and recovery
- ◆ To help with “Growing Pains”
- ◆ To help with “Tension Headaches”



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Market Opportunities

- ❖ People have become far less trusting of chemical products and are increasingly seeking natural solutions.
- ❖ Consumers are now wanting non-toxic products that are SLS and Paraben free
- ❖ Herbal or natural products are fast becoming the treatment of choice, especially by women purchasers (for themselves and partners)



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Dynamint™ A blend of four natural oils

Gentle cream base specially formulated to help with muscle aches and pains: compliant with UK and European cosmetic legislation

- ◆ Peppermint Oil
- ◆ Tea Tree Oil
- ◆ Eucalyptus
- ◆ Calendula Oil
- ◆ Available as a cream, a spray and a roll-on

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Target Audiences



Sport

- Participants
- Age 20 - 50



Health

Tired and Aching
Muscles & Joints



Third Age

- 50 plus
suffering
with regular
muscle pain



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Dynamint™ Benefits:

- ✦ All Natural Actives
- ✦ Peppermint Oil
- ✦ Refreshing peppermint smell
- ✦ Water based...non-greasy
- ✦ SLS and Paraben free
- ✦ Water based Non staining
- ✦ No drugs or chemicals
- ✦ Vanishing scent

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What's Different About Dynamint™

- ✦ No Drugs or chemicals, SLS and Paraben Free
- ✦ Cool - warm sensation
- ✦ Non-greasy not leaving behind any sticky or unpleasant residues
- ✦ A refreshing peppermint smell, absorbs with a cool/ warm sensation
- ✦ Water based rapid penetration of the epidermis via the process of osmosis.

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Dynamint™ Full list of Ingredients

- ✦ Aqua (Water), Mentha Piperita (Peppermint) Oil
- ✦ Mentha Arvensis Leaf Oil, Sorbitan Oleate,
- ✦ Sodium Polyacrylate, Calendula Officinalis Flower Extract
- ✦ Eucalyptus Globulus Leaf Oil, Phenoxyethano
- ✦ Melaleuca Alternifolia (Tea Tree) Leaf Oil
- ✦ Silica, Glycine Soja (Soybean) Oil
- ✦ Tocopherol, Limonene, Linalool

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Many competitor brands are sold in a 30g or 50g tube...this equates to either 30ml or 50ml (our 120ml products contain 4 times or 2.4 times more product) > Examples of products for pain relief on-line shown below:

Examples of competitor brands	Dynamint range
Voltarol Pain-eze Emulgel 30g £5.38: £17.93 per 100g	Dynamint Cream (120ml), £8.79 £7.33 per 100ml
Deep Heat Relief Gel 50g £4.14: £8.28 per 100ml	Dynamint Cream (120ml), £8.79 £7.33 per 100ml
Ibuleve Speed Relief Gel 40g £5.72: £14.30 per 100g	Dynamint Spray (120ml), £9.79 £8.15 per 100ml
Deep Heat Max Strength Gel 35g £4.27: £12.20 per 100g	Dynamint Spray (120ml), £9.79 £8.15 per 100ml