



Discover a World Without Pain...Naturally

NOXICARE

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Welcome to the inaugural issue of the [Noxicare](#) newsletter! I am excited to share news about Noxicare as well as tips about managing pain with our many customers, patients and friends.

We're putting the finishing touches on this issue right after July 4th, a great time not only to reflect upon America's beginnings, but also on the launch of Noxicare this year. In America, we have freedoms citizens in other countries only dream of: the freedom to choose how and where to live, as well as the freedom to choose from an abundance of products that can help us lead healthier, happier lives.

Thank you for choosing Noxicare as a natural, safer pain relief alternative. We will always strive to provide you and your family with products created with the highest degree of integrity.

Reza Ghorbani, MD

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Why Consumers are Demanding Natural Pain Remedies

It's hard to deny the news we've all been reading these past few months—and indeed for years if we look closely enough. Recently though, the news has become so boisterous and prophetic that it cannot be ignored. While prescription drugs have always been used and prescribed with extreme caution because of many known and [serious side effects, traditional over-the-counter pain \(OTC\) medications, such as Tylenol](#), Motrin, and a host of others are becoming embroiled in controversy because of their side effects, adverse affects on the heart and other vital organs, and for questionable manufacturing practices.

What we once took for granted as "very safe" OTC medications compared to prescription painkillers, has now made us wary. Parents are now encouraged to forego giving OTC medications to children below a certain age. Older people and those with pre-existing conditions are making doubly sure they don't ingest more of an OTC painkiller than what is recommended. Consumers in general are just plain fed up with what's available at the drug store and they want a change.

Everything old is new again

I've known the horrors of adverse drug reactions since before I was a physician. My father was a doctor of pharmacology and head of a hospital burn unit pharmacy. He would express frustration at the side effects and ineffectiveness of pain medications that his patients would complain about after filling their prescriptions.



[see Consumers, continued pg 2]

Consumers, continued...

As a physician specializing in interventional pain management, I too would often become frustrated with traditional pain medications. Sometimes a drug worked for a patient; sometimes it didn't. Some patients experienced negative and unpredictable side effects from pain medications that were designed to help them. Some patients simply could not tolerate either OTC or prescription pain medications and had no viable relief options.

This led me to believe that ancient civilizations and cultures really understood the basics of relieving certain types of pain by using what the earth readily presented. There were of course no laboratories or manmade chemical compounds thousands of years ago. There were just plants and herbs that naturally helped to relieve pain when properly applied or ingested.

I set out on my quest to find just the right natural ingredients in order to create a pain relief formulation that would be safe, effective, long-lasting, affordable and available without a prescription. Years later, my team and I discovered that seven key ingredients—turmeric, willow bark, holy basil, rosemary extract, alpha lipoic acids, ginger, and boswellia extract—brought together in a precise formulation, were truly effective for relieving pain. The formulation, of course, is now known as Noxicare.

We can all learn from the wisdom of our elders. My patients and I are thankful that ancient civilizations left us a good roadmap to follow for effective pain relief.

Weekend Warriors, Muscle Aches and You

It's summertime and you know what that means: tending to that overgrown garden, baseball games with the kids, bicycling and hiking on vacation, and taking advantage of pool time on the weekends.

Summer is weekend warrior time. Time to shed the business suit, get away of the sedentary office environment and enjoy the weather to the fullest. But unless our bodies are used to different and sometimes strenuous weekend activities, the sudden strain on our muscles can cause us to experience musculoskeletal pain from overdoing it.

Here are a few tips that can help you overcome this pain:

1. Stretch: Stretch your muscles before and after working out. Even if your version of working out is working in the garden,



properly stretching your muscles before and after these activities will allow your legs, back, and muscles in other areas to warm up and cool down properly. This will help your body to overcome the shock to the system that happens to muscles that quickly go from idle to full throttle.

2. Watch your back: Many back injuries occur because of improper lifting, straining or bending. You've heard personal trainers and other fitness experts tell people to "bend with the legs, not the back" and it's absolutely true. Don't simply bend over to retrieve a heavy item; bend your legs, grasp the item, and gradually stand from a position of crouching. If you are moving heavy items, invest in a weight belt to support your back. *An additional tip for gardeners:* you may wish to invest in a gardening chair or other back support items. Available at many stores, these products allow you to kneel on a comfortable surface while gardening and this helps to avoid the "bend over and weed" posture that leads to many lower back aches.

(see Weekend, continued pg 3)

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Where Back Pain Begins

Many people experience back pain during in the summer. Whether they're playing sports they're not used to, moving heavy objects or simply shifting in directions they normally wouldn't, summertime can often be pain-in-the-back time.

But what exactly happens to the body when back pain begins? What goes wrong?

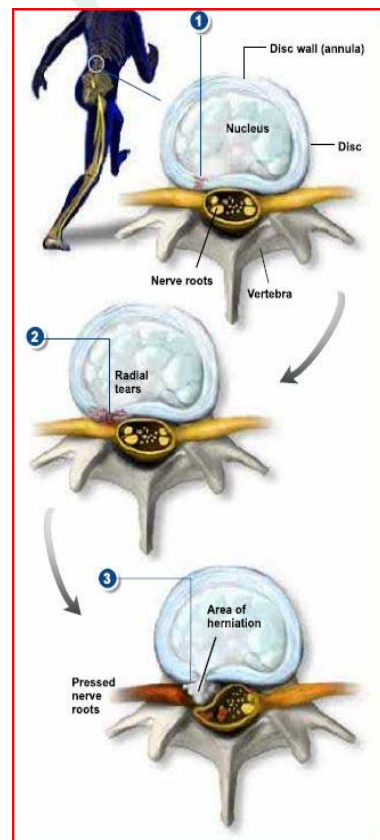
Vertebral discs are the spinal column's shock absorbers. The discs cushion the vertebral bones and allow the spine to twist and bend. Vertebral discs are composed of two main parts, a soft inner nucleus (nucleus pulposus) and a tough, fibrous outer wall (annulus fibrosus.)

1. **The disc wall weakens.** Vertebral discs can be damaged by the normal wear of aging or by traumatic injury. Problems often begin when fibers in the outer wall crack and weaken. Radial tears form in and around sensitive nerve fibers in the disc wall.
2. **The nucleus pushes through the disc wall.** The disc's soft nucleus pushes through the outer edge of the disc wall. This causes local back pain at the disc level.
3. **A rupture presses against nerve roots.** As the herniation pushes out of the disc wall, disc material may press against the large nerve roots. This can result in pain radiating down one or both legs and put patients out of commission for quite a while.

Weekend, continued...

3. Walk, walk, and then walk some more: Ask yourself "do I have any available time at all before or after my workday to take a walk?" For most of us, that answer is yes. Most of us can squeeze a half hour of walking in either before or after work if we really try. Walking is an easy way to help your muscles prepare for a more strenuous weekend workout. Your legs in particular will thank you for it.

4. Know when to say when: You want to do it all on summer weekends, but sometimes it's wiser to know when to stop. Pain is a major indicator that you are done with a certain activity. Don't "power through it." When you're feeling pain, dizziness, shortness of breath, or feel or hear a "popping" sensation in a joint, it may very well be time to quit for the day. After all, you want to feel good enough to do it all again tomorrow, right?



"I experienced pain in both knees for two years and did not know what to do about it. The pain limited my ability to stand for long periods of time and made me less confident about walking in general. I tried Noxicare recently and I now have almost no pain in my knees and I'm able to stand longer and walk longer distances with complete confidence! I was pleased that Noxicare is made from natural ingredients and can be used everyday without unpleasant side effects. I can't thank you enough for inventing this wonderful product and I would not hesitate to recommend it to anyone I know who suffers from musculoskeletal pain."
--Lisa S., Boston, MA


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