



BIOFROST[®]

BRAND BOOK



HOW IT ALL BEGAN

The idea of using cold gel for pain therapy was born one January evening when the company founder was ice swimming in a frozen lake. Ice swimming was very effective in helping his chronic pain, however, it was uncomfortable, difficult and laborious. That bred the idea to implement a cold relief force in a simple-to-use form.

He investigated cold therapy gels on the market and instantly liked the idea, but not the products available. The company founders—three brothers—already had extensive experience in the cosmetic industry, as they had worked as entrepreneurs in a cosmetics raw material importing company founded in 1988.

This experience was hugely advantageous for them; all the best experts had been involved in product development from the beginning.

Viking Lab Oy wanted to develop the best possible cold gel, but first they had to research the qualities of competing products. All cold gels on the market were purchased and sent to Switzerland to be analysed by a cosmetics laboratory. The results of this analysis provided clear guidelines for BIOFROST® product development.

COMPANY STORY

Viking Lab Oy is a Finnish, family owned company specializing in medicine-free pain relief products. Our goal is to share the benefits of cold therapy and make it a real alternative for painkillers, with BIOFROST® products currently available in more than 27 countries.

POLAR BEAR LOGO

After much deliberation and thought into the corporate identity, logo features a polar bear, which represents power, endurance and survival in extreme conditions.



BIOFROST®

CE

Viking Lab Oy develops products independently and focuses fervently on quality and product liability. Product development and operations are in compliance with ISO 9001 and ISO 13485 quality standards and all BIOFROST® products are CE-marked medical devices.

MADE IN FINLAND

All products are developed and manufactured in Finland. The clean and beautiful nature of the north is a source of inspiration. Company headquarters are still located in the heart of the Finnish Lapland, also founders' hometown, located 300 kilometres north of the arctic circle and 150 kilometers from the Arctic coastline.

BIOFROST BRAND



VISION

Our dream is to be the most respected cold therapy brand in the world.

MISSION

We want to improve our customers' quality of life through our products and make the benefits of cold therapy available to everyone. We strive to help people who suffer from pain because a painless life is a better life.

OBJECTIVES

Our objective is to promote effective and safe pain treatment using drug-free cold therapy products. We want to share the pain-relieving benefits of cold therapy to all people.

VALUES

Viking Lab's brand values are quality, continuous development and innovation. In all we do, we strive for excellence and focus on providing safe, high-quality cold therapy products.

PRODUCT DEVELOPMENT

Since the beginning, our basis for product development has been clinical research surrounding the effectiveness of cold therapy, a decisive factor in the development of BIOFROST® products.

COMPETITIVE ADVANTAGE

We specialize in cold therapy products because we believe specializing in a certain area is the only way to continue providing superior products.

BUSINESS STRATEGY

WHY?

Cold therapy is an effective, drug-free alternative for pain relief, and its use does not exclude other methods of pain relief. The benefits of cold therapy are highly researched in the medical field, and numerous people have found relief for their pain conditions from it.

Drug-free pain relief is not a passing trend; it is here to stay.

WHAT?

We produce BIOFROST® cold therapy gels, which act by disrupting pain signals and boosting the body's own natural healing processes.

We are an innovative company with extensive experience in cold therapy development.

TO WHOM?

BIOFROST® products are for people who seek a drug-free way to relieve pain. Cold therapy offers relief from rheumatic pain and arthritis, reduces inflammation and swelling and eases muscle tension.

Cold gel is an excellent aid in treating repetitive strain injuries and can also be used as follow-up care for strains and sprains. In addition, cold therapy speeds up recovery after sports performances and is a widely used method among athletes.

WHERE TO BUY

BIOFROST® products are sold in pharmacies in 27 European countries, are registered as medical devices and are CE-marked.

WHAT IS PAIN ?

The source of pain is often caused by disease, trauma or injury. Almost all tissues have nerve endings, which, when damaged, send pain signals through the nervous system, to the spinal cord, and along nerve endings to the brain.

Activation of nerve endings that respond to cold or hot temperatures suppresses these pain signals. Information received from the cold or hot response follows the same path as pain signals, thereby weakening them.

TRPM8

TRPM8 is a cold-sensitive receptor in the body that affects the sensation and transmission of pain signals to the brain. Activating TRPM8 causes a cold sensation on the skin that can displace the pain signal to the brain, alleviating pain.

TRPV

TRPV is a hot-sensitive receptor in the body that affects the sensation of transmission of pain signals to the brain. Activating TRPV causes a hot sensation on the skin which can displace the pain signal to the brain, alleviating pain. Therapeutic approaches targeting brain TRPV receptors have also been proposed as for treatment, not only of pain but for other conditions such as anxiety and motor disorders.

MSM

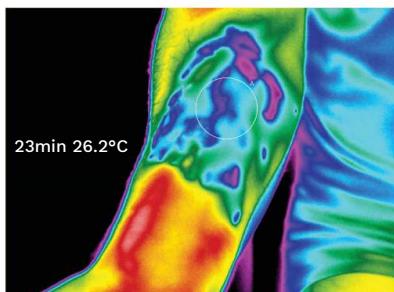
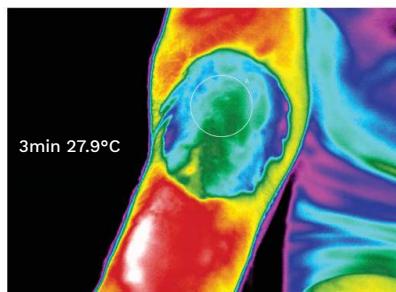
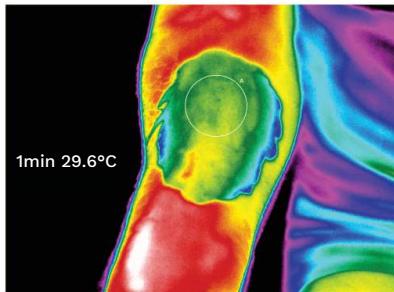
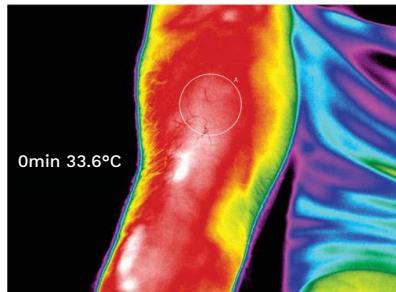
Organic sulphur, or methylsulfonylmethane (MSM), is present in the human body and in some foods. MSM helps maintain joint mobility, reduces inflammation and relieves muscle pain.

HOW BIOFROST BOOSTS RECOVERY

Cold gel enhances activation of the body's own recovery mechanism. Fast and effective cooling helps relieve pain conditions. First, local cooling reduces superficial blood vessels and then expands them, stimulating blood circulation. Increased blood circulation carries oxygen and nutrients to the cells, which boosts the body's own recovery processes.

By increasing blood circulation, the body attempts to protect the tissues exposed to the cold by warming the treated area. This reaction is faster if other parts of the body are still warm. Increased blood circulation also allows muscles to recover more quickly after various stressful conditions and improves the body's own healing mechanisms. According to medical research, to achieve vasoconstriction and expansion, the skin must be effectively cooled by about six to eight degrees Celsius.

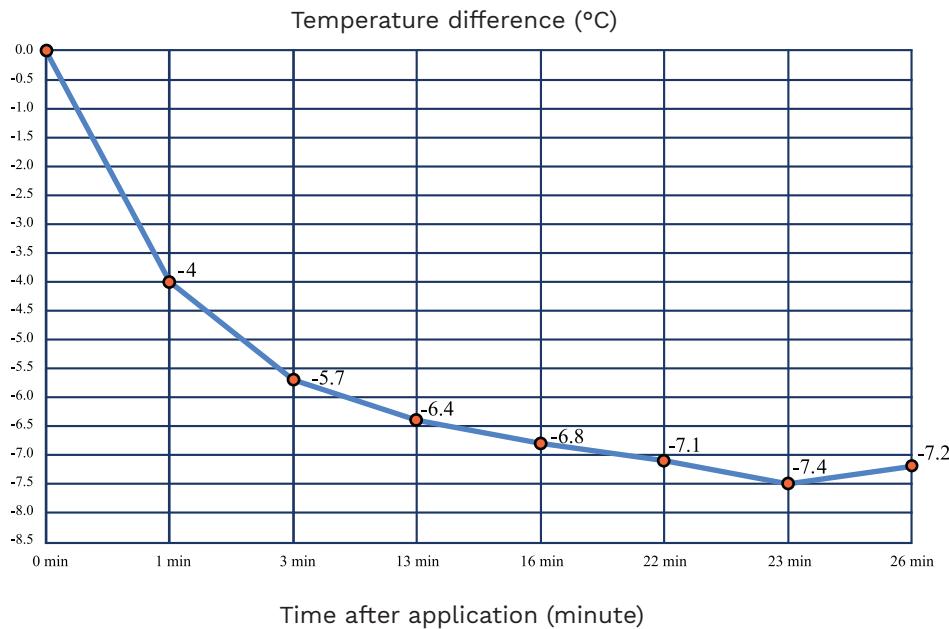
BIOFROST® RELIEF™ - INFRARED THERMOGRAPHY



QUICK & LONG-LASTING COLD GEL

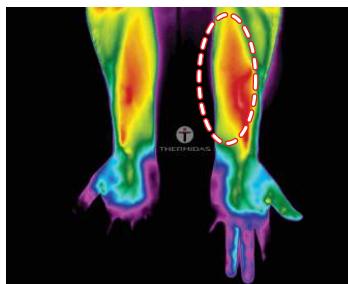
BIOFROST® Relief™ rapidly cools your skin without harming your body tissue. The skin area the gel covers can decrease down by four degrees Celsius in one minute. The cooling is so effective that it can decrease down by about 7.4 degrees after 20 minutes.

The cooling gel is so effective that it can last anywhere between 45 minutes and up to two hours depending on the person's physical structure. Thus, providing more time for the healing process in the affected area.



BIOFROST® ACTIVE™ - INFRARED THERMOGRAPHY

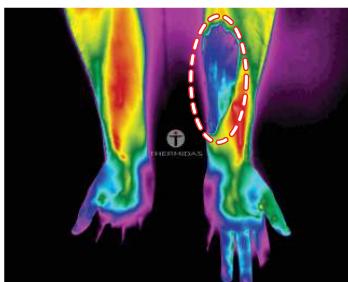
0min / 34,1°C (before gel)



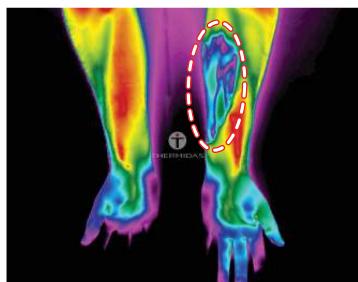
1min / 28,1°C (after gel)



3min / 26,8°C (after gel)



5min / 26,3°C (after gel)



10min / 29,1°C (after gel)

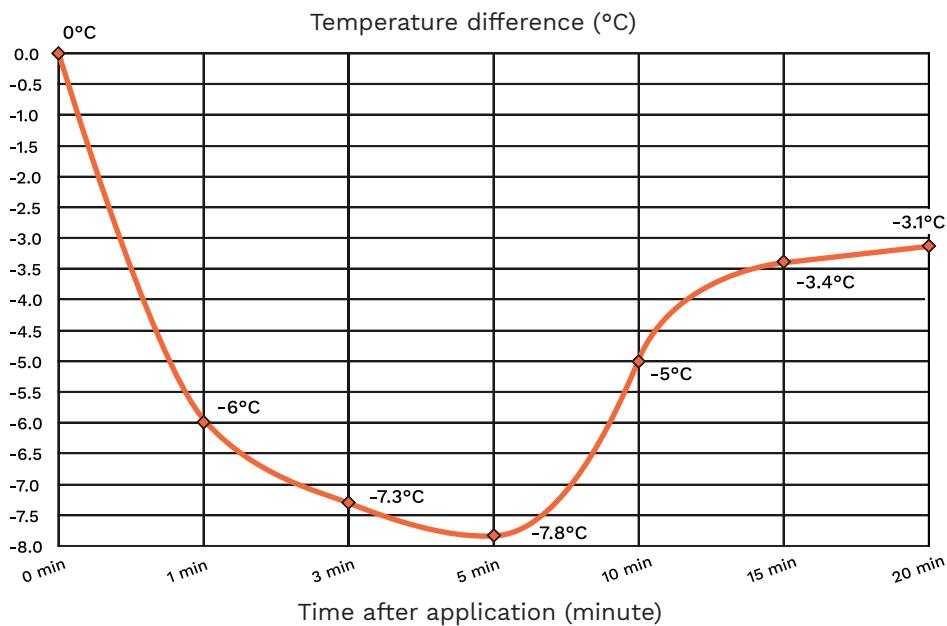


20min / 31,0°C (after gel)



EFFECTIVE COLD GEL WITH HEAT SENSATION

BIOFROST® Active™ rapidly cools the skin without harming body tissue. The skin area the gel covers can decrease down by six degrees Celsius in one minute. The cooling down is so effective that it can decrease down by 7.8 degrees Celsius in five minutes. After five minutes of highly effective cooling, the gel activates the thermoreceptor TRPV, leading to a perception of temperature change and the skin feels a hot sensation. Even after twenty minutes, the skin is still colder than before applying the gel. This is why BIOFROST® Active™ is a dual-action pain relief gel.



BIOFROST® RELIEF™

MSM cold gel is fast acting and effective in alleviating muscle and joint pain, as well as reducing swelling in strains, sprains and other injuries. The cold gel lowers the skin's surface temperature by six to eight degrees Celsius. Cooling the skin activates cold-sensing receptors, which, while activated, disrupt the sensation of aches and pain in the body. Cold gel reduces swelling, eases muscle tension and speeds up recovery from injuries and muscle tension.

- Alleviates muscle and joint pain, swelling, sprains and injuries
- Relieves muscle tension and speeds up recovery after exercise
- Effectively suppresses pain sensation by disrupting pain receptors
- Takes effect immediately, decreases surface temperature of the skin about six to eight degrees Celsius
- BIOFROST® cold gel contains MSM (sulphur compound) which enhances the cooling action of the gel

INGREDIENTS

Aqua, Alcohol Denat., Menthol, Dimethyl Sulfone (MSM), Glycerin, Eucalyptus Glubulus Leaf Oil, Mentha Piperita Oil, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Triethanolamine

REGISTRATION OF MEDICAL DEVICES

Product description:	Topically applied cold treatment gel
Applied Directives:	Medical Device Directive 93/42/EEC
Competent Authority:	National Supervisory Authority for Welfare and Health (VALVIRA) Finland
Date of Registration:	2018-06-10
Registration number:	FI-CA01-2018-0447



BIOFROST® ACTIVE™

Cooling & warming gel is an effective, fast-acting, dual-action gel for relieving muscle and joint pain and promoting muscle relaxation. The gel cools skin in the same way as traditional cold gels and activates the body's heat-sensing receptors, which, when activated, disrupt the sensation of aches and pain. ACTIVE™ is the world's first crystal clear cooling and warming gel.

- Relieves muscle and joint pain
- Releases muscle tension and speeds up recovery after exercise
- Effectively suppresses pain by disrupting pain receptors
- Dual acting (cold and warm): decreases surface temperature of the skin while simultaneously creating a heating sensation
- Immediately effective

INGREDIENTS:

Aqua, Alcohol Denat., Glycerin, Menthol, Arnica Montana Flower Extract, Pinus Sylvestris Cone Extract, Arctium Lappa Root Extract, Lamium Album Flower Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Anthemis Nobilis Flower Extract, Hedera Helix (Ivy) Extract, Nasturtium Officinale Extract, Allium Sativum (Garlic) Bulb Extract, Butylene Glycol, Vanillyl Butyl Ether, Acrylates/C 10-30 Alkyl Acrylate Crosspolymer, Menthoxypopropanediol, Triethanolamine.

REGISTRATION OF MEDICAL DEVICES

Product description:	Topically applied cold-heat treatment gel
Applied Directives:	Medical Device Directive 93/42/EEC
Competent Authority:	National Supervisory Authority for Welfare and Health (VALVIRA) Finland
Date of Registration:	2019-04-10
Registration number:	FI-CA01-2019-0538



COLD GEL APPLICATIONS

SPORTS

- Decreases pain and muscle soreness after sports
- Improves strength and speeds up recovery
- Increases the body's own healing processes
- Improves muscle absorption of oxygen, which increases stamina and muscle strength
- Reduces formation of lactic acid

JOINT PAIN AND RHEUMATIC DISEASES

- Alleviates pain and swelling in small joints
- Cold reduces local inflammation
- Topical treatment of cold therapy increases blood circulation in joints

MUSCLES

- Relieves muscle tension and speeds up recovery from injuries
- Improves strength output and speeds up recovery
- Improves oxygen uptake in muscles, which improves endurance and muscular strength
- Reduces formation of lactic acid

THE BENEFITS OF COLD GEL

Cooling the skin activates the body's temperature receptors, sending nerve impulses to the brain. Cold sensation follows the same informational path as pain signals, weakening the signals from pain receptors through the spinal cord to the brain. If the cold sensation is strong enough, you can even completely shut down the transmission of pain.

Cooling the skin enhances recovery and the healing process. Localized cooling on the skin from the cold gel first narrows blood vessels on the surface then expands them, increasing blood circulation. By increasing blood circulation, the body attempts to protect the tissues exposed to the cold by warming the treated area. Increased blood circulation carries oxygen and nutrients to the cells, which enhances the body's own healing processes.

Cold has a therapeutic effect on the development of isometric power generation in the muscles. Short-term cold exposure causes the expansion of blood vessels, which increases blood circulation, improving muscle function and strength. Short-term topical cooling accelerates the elimination of waste and lactic acid, thereby speeding up the recovery process.

HOW BIOFROST® RELIEF™ RELIEVES PAIN

The pain-relieving effect of cold gel is based on disrupting pain signals. Localized use of cold gel decreases the skin's surface temperature by 7.4 degrees Celsius. Lowering skin temperature on the treated area activates TRPM8, also known as cold and menthol receptor 1 (CMR1).

The cold signal is transmitted to the brain, disrupting pain signals and alleviating pain. For this reason, using a cold therapy gel effectively relieves various aches and pains. RELIEF™ cold gel has also added MSM to enhance its effects.



HOW BIOFROST® ACTIVE™ RELIEVES PAIN

The pain-relieving effect of cold-heat sensation gel is based on disrupting pain signals. The gel cools skin in the same way as traditional cold gels, and after a few minutes, it activates the body's heat-sensing receptors, which, when activated, disrupt the sensation of aches and pain.

Localized use of cold-heat sensation gel decreases the skin's surface temperature by 7.8 degrees Celsius. Lowering skin temperature in the treated area activates TRPM8, also known as cold and menthol receptor.

After five minutes of highly effective cooling, the gel activates the thermoreceptor TRPV, leading to a perception of temperature change and the skin feels a hot sensation. Even after twenty minutes, the skin is still colder than before applying the gel. This is why BIOFROST® Active™ is a dual-action pain relief gel. BIOFROST® ACTIVE™ is the world's first crystal clear cooling gel.



BRAND GUIDELINES

MAIN LOGO



ALTERNATE LOGOS



Logo variations can be done only with Color Palette colors.

COLOR PALETTE

PANTONE 299 C
HEX #009FD6
CMYK: 90, 15, 5, 0

PANTONE 165 C
HEX #F36C23
CMYK: 0, 72, 99, 0

WHITE
HEX #FFFFFF
CMYK: 0, 0, 0, 0

MOOD BOARD



Feel unique weather conditions and the power of nature on your skin. Biofrost gives soothing natural pain relief.

Cold therapy decreases the pain sensation and muscle soreness, improves strength and fastens the workout recovery.

Cold treatments for arthritis, muscle & joint pain can help alleviate pain and stiffness. Cold gel reduce inflammation and relieve pain and stiffness in joints.

BRAND MESSAGE

Our mission is to develop effective drug-free pain management products, that will in turn help people who are suffering from pain by relieving it. We are continually innovating and creating new product to improve the quality of life of our customers and to promote a sense of wellbeing.

VALUES

- Good working ethics.
- Reputation over revenue.
- Commitment to safety.
- Only the best is good enough.

BIOFROST MAKE LIFE LESS PAINFULL

COMMERCIAL MESSAGE

BIOFROST products are CE marked medical devices and are sold from pharmacies. BIOFROST products are made in Finland and they are non-medical (drug-free) products.

DOWNLOAD BIOFROST LOGOS, GRAPHICS & VIDEOS FROM WWW.BIOFROST.FI/MEDIA

[®]

BIOFROST[®]

VIKING LAB OY

Viking Lab Oy BIOFROST
Rovaniementie 305
FI-99800 IVALO FINLAND
Phone : +358 (0) 20 735 3160
www.biofrost.fi