

# BLOC-IT™

*A Penetrating, Pain Relieving Counterirritant Gel*



***Made with a special formulation of herbs for the temporary relief of muscle and joint soreness.***

Bloc-It is scientifically formulated to truly alleviate pain in sore joints, stiff muscles and soft tissue injuries, and facilitates the equine athlete in achieving maximum performance. It utilizes herbal medicine and the long term experience of proven counter-irritant preparations and combines the two into a unique formulation resulting in superior pain-relieving and anti-inflammatory capabilities. There is nothing on the market that brings together these two disciplines so effectively and efficiently as **Bloc-It**.

The herbs, aloe vera, chamomile and capsiicum work in combination to reduce inflammation, increase the supply of white blood cells (which promotes healing), and inhibits the transmission of pain signals to the brain.

- Aloe vera has anti-inflammatory and moisturizing powers.
- Chamomile is an anodyne (a drug that allays pain) and anti-inflammatory.
- Capsicum stimulates blood flow, has the capacity to penetrate the skin and inhibit and/or deplete the transmission of a neurohumoral transmitter known as Substance P (Substance P is the chemical messenger that transmits pain signals to the brain. Research has shown that capsaicin can block the transmission of pain signals to the brain).
- Menthol, in its purest form, which acts to stimulate sensory responses producing a counter-irritant response which in-turn alleviates the more severe pain in the joints and muscles when applied to provide transient, temporary symptomatic relief.

**VAPCO™**

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