

# Energicer

by Liquid Ice™

## FAQs

### 1. What is the best way to apply the Energicer solution?

**Answer:** The Energicer solution will only be effective if it is applied against the skin. It can be applied either by soaking normal cotton sweatbands in the solution, or applying the Energicer solution directly to a sports top or compression shirt. (The Energicer solution is not for consumption).

### 2. How should I wear the Energicer sweatbands?

**Answer:** As shown on the side of each Energicer can, you can wear the Energicer soaked sweatbands on your wrists. The bands should be soaked in the Energicer solution and then squeezed out to leave them damp (but not dripping) with the solution.

For a slightly more effective cooling response, it is recommended to wear the Energicer soaked sweatbands on your upper forearm (under your elbow) or even on your bicep (if you can comfortably get the sweatbands around your bicep). There is a greater surface area higher up the arm from the wrist, which explains the better cooling effect.

### 3. What is the sensation of wearing the Energicer solution against the skin?

**Answer:** Generally, you should feel a cold sensation against the skin similar to placing a cold can of drink against your skin. After a while, you should feel less of the cooling sensation as the nerves on your skin surface get used to the sensation (just like getting into a cold swimming pool or hot bath where your body gets used to the experience after a while).

### 4. When will I know that I should top up the Energicer bands to maintain their cooling effect?

**Answer:** The Energicer solution will evaporate from the bands after a period of use. In most situations, the bands will support a sustained evaporation effect of at least an hour. This will regularly extend to two hours, and sometimes out to three hours.

You can tell if the bands need more Energicer if they no longer have a distinct menthol/camphor smell to them.

### 5. Where should I store the Energicer soaked bands after use?

**Answer:** It is recommend to store the bands back in the Energicer can or in a separate sealed container or sealed plastic bag.

### 6. What is the main scientific principle behind Energicer's cooling effect?

**Answer:** Heat transfers from warmer objects to cooler objects. A heat exchange takes place between the warmer blood in one's body with the cooler alcohol and other ingredients in the Energicer solution. This causes the alcohol to evaporate and leaves the underlying blood flow cooler.

When physical activity is performed, only 25% of the energy produced by the muscles drives their activity. The remaining 75% is absorbed as heat into the rest of the body.

If core temperature rises in the body as a function of extended physical activity or operating in warm conditions, then the body's normal heat response is to divert blood flow away from the major muscle groups and the brain to the skin surface for greater cooling. This loss of bloodflow to the muscles and brain is a major contributor to a loss in physical and mental performance arising from extended activity.

When the Energicer soaked sweatbands are worn on the arm, the cooled blood flows directly back into the heart and lungs to keep core temperature down. (A similar effect occurs by wearing the Energicer solution soaked in a sports top or compression shirt). By helping to keep core temperature down, the Energicer solution can help you to perform at your maximum physical and mental ability for longer.

**7. Are the ingredients in the Energicer solution approved for use in professional and international sport?**

**Answer:** Yes - all of the ingredients of the Energicer solution when worn against the skin are approved for use by UK Sport - the body responsible for administering the UK's anti-doping policy.