

NEW STUDY SHOWS HOTSHOT® PROVIDES RELIEF FROM MUSCLE SORENESS FOR ATHLETES OF ALL TYPES

*The Sports Shot Known for Eliminating Muscle Cramping
Now Doubles as Solution for Muscle Soreness*

BOSTON – February 8, 2018 – You don't have to be an elite athlete to know that muscle soreness and muscle pain can derail your workout regimen and impact your performance. Athletes now report that [HOTSHOT®](#), scientifically proven to eliminate cramping, has the added benefit of reducing muscle soreness and pain.

In a new study commissioned by HOTSHOT, both endurance and non-endurance athletes indicated that muscle soreness and muscle pain can be reduced effectively by using the product before or after a workout. During the In-Home study, conducted among 288 endurance and non-endurance athletes using HOTSHOT over a two-week period, respondents reported noticeable results using the formulation as both a preventative and reactive solution:

- 84% felt less muscle soreness
- 92% felt less muscle pain
- 88% said their next day workouts were *better* because they felt less muscle soreness

"HOTSHOT has changed the way I train, allowing me to push myself harder," said Amy Cragg, former Olympian and Marathoner. "By using HOTSHOT, I am no longer held back by muscle pain, cramping or soreness."

Cragg's training partner and 2017 New York City Marathon winner, Shalane Flanagan, counts on the sports shot with a kick to keep her training on schedule. "With HOTSHOT, I bounce back quickly after long, hard sessions, and I feel much better on my recovery runs," Flanagan said.

About the Study:

The study, conducted by AcuPoll Precision Research, was comprised of 288 individuals, 60% non-endurance athletes and 40% endurance athletes. During the two-week trial of incorporating the sports shot into their workout regimen, each participant was asked to respond to a series of questions about their experience using HOTSHOT and its effect on muscle cramps and soreness.

About HOTSHOT:

Invented by Rod MacKinnon, a Nobel Prize-winning neuroscientist and endurance athlete, [HOTSHOT®](#) is the sports shot with a kick that is scientifically proven to prevent and treat muscle cramps. A scientific breakthrough in sports nutrition, HOTSHOT is a kick-ass proprietary formulation of organic ingredients

designed to help keep an athlete's nerves and muscles working together in an optimal way and to aid in muscle recovery. MacKinnon and Harvard neurobiology professor Bruce Bean spent several years calibrating this precise formulation of Transient Receptor Potential (TRP) activating ingredients that stimulate TRP ion channels in the mouth, esophagus and stomach and that directly influence and regulate nerve function. Translation? HOTS HOT stops muscle cramps where they start – at the nerve – allowing athletes to push harder, finish stronger and recover faster. HOTS HOT is a non-GMO Project Verified, USDA Certified Organic product that is NSF Certified for Sport®. To learn more, visit TeamHOTS HOT.com. HOTS HOT is a product of Flex Innovation Group LLC, a division of Flex Pharma, Inc. (Nasdaq FLKS).

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