

# PRESS RELEASE

## Keywin Muscle Cream



Keywin has an enviable record of conceiving, developing and making products that really work well. From the invention of clipless pedals in the early 80's, through the very best Shammy Cream (re titled Anti Chafing Cream) in the late 80's, to the ground breaking Body Fuel and Fuel Cells in the 90's, Keywin has led the way.

Now they've done it again with Keywin Muscle Cream. This all new multi-purpose rub that uses only natural active ingredients.

To achieve the combined targets of using natural products and producing significantly improved pain relief performance, Keywin not only reviewed all the usual ingredients found in other formulations but broke new ground in going back to traditional Maori medicines and finding Kawakawa extract.

The leaves of the Kawakawa have an amazing record of success in Maori medicine in remedies as varied as bruising, removing head lice, impotence, skin sores, stomach ache, toothache, and venereal disease. Keywin's own testers reported relief from insect bites, stings, burns and grazes. Coincidentally, Kawakawa leaves can also be used in salads and as a tea – try doing that with some of the ingredients in manufactured chemicals in use in other preparations!

The main benefit felt from sports people is in relief of sore joints and aching muscles. For example, there have been some really bad cases of tennis elbow type symptoms which testers report have been totally eliminated. Relief of sore knees and sore necks and the like are commonplace. The cream is also being used pre and post hard training with excellent results reported. The reference in Maori medicine to Kawakawa's use for skin sores is also born out with several reports of skin roughness being drastically reduced.

Keywin has also always tried to provide outstanding value for money and the Muscle Cream is no exception. Despite the high value constituents Keywin is marketing the 200 gram pots through retailers or on line for \$29.95 retail.

Keywin is a New Zealand company which has been exporting to the world for almost 30 years. The company always tries to add the highest possible New Zealand content to its manufactured product. All processes are carried out here and wherever possible local ingredients are used. The Shammy Cream was started off using Lanolin from New Zealand sheep. All machining and moulding of CRM road and Mudman mtb pedals is carried out in New Zealand. This New Zealand focus carries on into Muscle Cream with the use of Kawakawa as a fundamental active ingredient. The formulation and manufacture is carried out entirely in New Zealand.