

HERBAL PAIN RELIEF

PHARMACY TEAM TRAINING

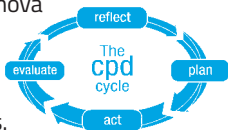


After reading this guide you will be able to:

- Understand the role of plant-based medicinal products as alternatives to conventional OTC pain relief products
- Gain an overview of the different types of pain customers may suffer from and its impact on those affected
- Confidently recommend Phynova Joint and Muscle Relief Tablets to your customers.

PHARMACISTS AND PHARMACY TECHNICIANS CAN USE THIS TRAINING AS A CPD OPPORTUNITY BY:

- Reviewing the pain management category, and how this product fits into it
- Training the team on:
 - The causes of joint and muscle pain, including various types of injuries and arthritis
 - The uses of Phynova Joint and Muscle Relief Tablets and how they will benefit customers.



Reflection: When would you recommend a herbal product to help customers manage muscle or joint pain?

RELIEF FOR MUSCLE AND JOINT PAIN IS PROBABLY A FREQUENT REQUEST FROM YOUR CUSTOMERS.

There is a huge range of OTC medicines available to recommend, including **Phynova Joint and Muscle Relief Tablets**, a natural plant-based registered traditional herbal medicinal product used for the relief of backache, rheumatic and muscle pain, exclusively based upon use as a traditional remedy. It can be used to relieve:



BACKACHE



RHEUMATIC AND JOINT PAIN



MUSCLE PAIN











MINOR SPORTS INJURIES

Phynova is a UK life science company that uses phytochemistry, the study of chemicals in plants, to create proprietary plant extracts for use in healthcare products.

CONVERSATIONS ON PAIN

Customers can suffer from both acute and chronic backache, joint and muscle pain caused by day-to-day activities, such as gardening, exercising, or ageing. It is important to use the WWHAM questions effectively and listen carefully to their answers so you can offer a suitable pain relief treatment.

| TYPE OF PAIN | SYMPTOMS | RECOMMEND PHYNOVA JOINT AND MUSCLE RELIEF TABLETS |
|--|---|---|
|  <p>BACKACHE</p> | <p>Pain, soreness, stiffness or tension in the lower back due to strained ligaments or muscles. Often a long-term condition that can make movement or standing difficult. Affects more than 50% of adults over 40 years old.¹</p> |  |
|  <p>RHEUMATIC AND JOINT PAIN</p> | <p>Tenderness, inflammation, swelling, stiffness, redness and warmth of the joint including hands, elbows and hips. Often a long-term condition, associated with ageing, which causes ongoing pain and difficulties. Affects 35% of adults over 40 years old.¹</p> |  |
|  <p>MUSCLE PAIN</p> | <p>Can be caused by stress, tension or physical activity and can affect any muscle in the body including neck, back and leg. Although often not too debilitating, the discomfort of muscle pain can restrict a sufferer's activities.</p> |  |
|  <p>MINOR SPORTS INJURIES</p> | <p>Can affect muscles and joints. Customers can experience sprains and strains from physical trauma or repetitive overuse, which will be painful, tender and swollen, and may not be able to move the affected area.</p> |  |

Refer customers to the pharmacist if the joint is too painful to move, if joint pain is accompanied by persistent or severe swelling of the joints or redness, or if symptoms do not improve after four weeks, as this may indicate a more significant underlying problem.



Reflection: What words/phrases do your customers use to describe their painful conditions?

RECOMMENDING

Phynova JOINT & MUSCLE RELIEF TABLETS



Phynova Joint & Muscle Relief Tablets

is licensed as a THR and contains Sigesbeckia, a medicinal plant that has been used for centuries in Asia to relieve musculoskeletal pain.

Recommend it to customers as a convenient pain relief tablet they can take regularly. It can be used on its own or with other medication as part of their pain relief management.



CUSTOMERS CAN TAKE EVERY DAY ONE TABLET TWICE A DAY*

30 DAYS

IT IS RECOMMENDED THAT CUSTOMERS COMPLETE THE FULL COURSE (30 DAYS)



KEY PRODUCT BENEFITS

- > CONTAINS A UNIQUE ACTIVE INGREDIENT, EXTRACT OF SIGESBECKIA (500MG), A MEDICINAL PLANT WITH NO KNOWN SIDE EFFECTS
- > GENTLE ON THE STOMACH**
- > CAN BE TAKEN TWICE A DAY, EVERY DAY, WITH WATER
- > DOES NOT NEED TO BE TAKEN WITH A MEAL
- > IT IS RECOMMENDED THAT CUSTOMERS TAKE THE TABLETS REGULARLY

*Suitable for adults aged 18 years and over







**No GI side effects have been reported

OPPORTUNITIES TO RECOMMEND Phynova

13%
OF ADULTS AGED OVER 40 TAKE PAIN RELIEF MEDICATION EVERY DAY. MANY PEOPLE ARE LOOKING FOR A PRODUCT WITH NO KNOWN SIDE EFFECTS.¹

Painful joints or muscles and backache may affect your customers' daily lives. In a recent survey, customers said this type of pain stopped them from exercising and resulted in difficulty moving, weight gain and depression.¹

Different types of customers will require pain relief products to enable them to resume their normal routine. Some examples of when you could recommend Phynova Joint and Muscle Relief tablets (if suitable) are listed below:

| TYPE OF CUSTOMER | WHY RECOMMEND PHYNOVA JOINT AND MUSCLE RELIEF TABLETS? |
|--|--|
|  NERVOUS | Wants a product that has no known side effects |
|  ON OTHER MEDICATION | Cannot take OTC pain relief due to pre-existing medical condition and/or taking certain medicines |
|  WARY | Seen the addiction warnings for certain pain relief products and wants an alternative |
|  BROWSING | Looking at freeze sprays and support bandages – gives you an ideal opportunity to introduce this product |
|  UNDECIDED | Confused by the vast range of pain relief products available and their benefits |
|  SPORTY | Needs a pain relief treatment they can take regularly and not just with meals. |

 **Reflection:**
Think of other opportunities when you could help customers with their pain management

Prescribing information: **Name of product:** Phynova Joint and Muscle Relief Tablets. **Active ingredient:** Dry extract of the aerial parts of *Sigesbeckia orientalis* L. subsp. *pubescens* (Makino) H Koyama. (equivalent to 4-5g of *Sigesbeckia orientalis* L. subsp. *pubescens* (Makino) H Koyama. **Presentation:** Each pale yellow film coated tablet contains 500mg of extract from *Sigesbeckia orientalis* L. subsp. *pubescens* (Makino) H Koyama. aerial parts. **Indication:** A traditional herbal medicinal product used for the relief of backache, minor sports injuries, rheumatic or muscular pains and general aches and pains in the muscles and joints, based on traditional use only. **Legal category and product licence number:** GSL, THR 41783/0001. **Dosage and usage:** Adults and elderly: Take one tablet, twice daily (one in the morning and one at night). Tablets should be swallowed whole with a little water or other liquid. **Side-effects:** None reported. **Contraindications:** Hypersensitivity to *Sigesbeckia* or any plants of the Asteraceae (Compositae) family. **Precautions for use:** Do not exceed stated dose. The use in children under the age of 18 is not recommended because data are not sufficient. The safety of this product during pregnancy and lactation has not been established. In the absence of sufficient data the use during pregnancy and lactation is not recommended. In the absence of data, the product should not be used by women who could become pregnant unless contraception is used. **Pack size and cost:** Pack of 60 tablets inc VAT £19.99. **Name and address of product licence holder:** Phynova Group Limited, 16 Fenlock Court, Blenheim Office Park, Long Hanborough, OX29 8LN.

Reference:
1. Phynova Joint and Muscle Relief Tablets Survey, July 2016.

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