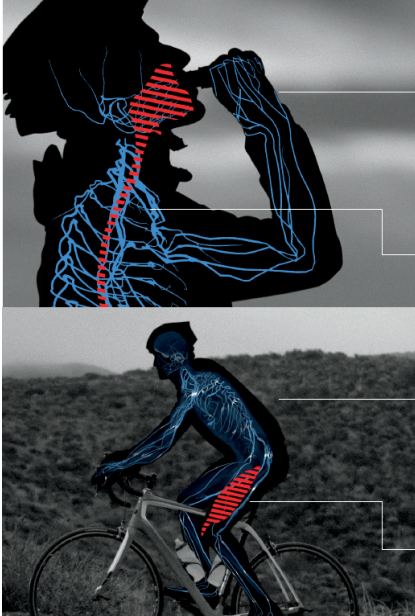


# THE SCIENCE BEHIND HOTSHOT

HOTSHOT



## IT'S THE NERVE. NOT THE MUSCLE.

- 1** Muscle cramps are caused by hyperactive motor neurons that send repetitive signals to muscles causing them to cramp.
- 2** Drinking HOTSHOT stimulates sensory neurons in the mouth, esophagus and stomach.
- 3** These stimulated neurons send impulses to the spinal cord that control the hyperexcitability and inhibit the repetitive signals being sent to the cramping muscle.
- 4** The muscle cramp is treated or prevented.

## A MUSCLE CRAMP IS CAUSED BY HYPERACTIVE MOTOR NERVES.

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## A NUMBER OF FACTORS CAN, ALONE OR IN COMBINATION, INCREASE MOTOR NERVE EXCITABILITY.

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## **AN ENHANCEMENT IN PERSISTENT INWARD CURRENTS (PICS), A NORMAL ASPECT OF NERVE FUNCTION AND COMMUNICATION, CAN RESULT IN MOTOR NERVE EXCITABILITY AND POTENTIALLY DRIVE CRAMPING.**

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## **THE INGREDIENTS IN HOTSHOT™ ACTIVATE TRANSIENT RECEPTOR POTENTIAL ION CHANNELS (TRPA1 AND TRPV1) THAT RESIDE IN THE MEMBRANES OF SENSORY NERVES IN THE OROPHARYNGEAL SPACE, SENDING NERVOUS IMPULSES FROM MOUTH TO BRAIN.**

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## **RESEARCH CONDUCTED ON HOTSHOT™ AND ITS TRP-ACTIVATING INGREDIENTS HAS DEMONSTRATED ITS IMPACT ON ATTENUATING MUSCLE CRAMPS. THE STIMULATION OF TRP CHANNELS ACTIVATES A NEURAL PATHWAY THAT RADIATES FROM THE MOUTH TO THE BRAIN, WITH ADDITIONAL NEURAL SIGNALS SENT DOWN THE SPINAL CORD THAT RETURN THE HYPERACTIVE MOTOR NERVES TO NORMAL FUNCTION, A RESPONSE THAT CAN BE EFFECTIVE AT PREVENTING AND STOPPING CRAMPING.**

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