THE SCIENCE
BEHIND HOTSHOT

A MUSCLE CRAMP IS CAUSED BY HYPERACTIVE MOTOR NERVES.


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

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.
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.


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.


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.


For more information, please email Info@TeamHOTSHOT.com.