



Media Contact: Chris Groutt, (303-443-8700), [chrisg@peacefulmountain.com](mailto:chrisg@peacefulmountain.com)

**FOR IMMEDIATE RELEASE**

**Safer, natural alternatives to methyl salicylate exist in topical sports creams.**

BOULDER, Colo. (June 11, 2007) –Natural alternatives to potentially harmful anti-inflammatory sports creams exist in today’s marketplace and often are considered by users to be even more effective than conventional topicals.

Until the recent, tragic death of a teenage athlete, the result of fatally toxic levels of methyl salicylate, an anti-inflammatory found in many sports creams such as Ben Gay and Icy Hot, the general public has not been made aware of the potentially harmful chemicals that are found in most pain relieving and anti-inflammatory sports creams.

Far too often, consumers do not even know what is in the products they are choosing or how they are made. The side effects of today’s accepted synthetic chemicals are sometimes not discovered until it is too late.

Peaceful Mountain, Inc., a Boulder-based natural healthcare manufacturer of sports topicals uses herbs and elements found in nature as an alternative to the potentially harmful chemicals commonly used. “We need to educate the public about the choices they have in today’s marketplace, and the ramifications those choices can have on individual health as well as the health of our planet” said Chris Groutt, VP of Sales & Marketing for Peaceful Mountain, Inc. “On the same note, just because something is natural, does not mean that it is safe, so consumers need to learn to ask questions and look to credible sources for the answers” Groutt went on to say.

One popular natural alternative made by Peaceful Mountain, Inc. is their Arnica Plus gel [http://www.peacefulmountain.com/02\\_products/peak.php](http://www.peacefulmountain.com/02_products/peak.php), the most complete topical arnica formula on the sports topicals market. Arnica usually refers to *Arnica Montana*, a mountain plant used for relief of muscle soreness, stiffness, bruises and rehabilitation in herbal medicine. Many athletes agree that using Arnica Plus as a pre *and* post exercise gel can help prevent muscle injuries.