



Blue-Emu Ice - “Just Spray It On” like Johnny Bench and Jay Haas

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FAYETTEVILLE, NC (PRWeb) February 8, 2006 -- NFI Consumer Products (www.nfiproducts.com), which markets and distributes the popular Blue-Emu™ family of products for pain relief, announces Blue-Emu™ ICE (www.BlueEmuIce.com), a topical analgesic in a convenient spray.

“Blue-Emu™ ICE provides expeditious temporary pain relief of minor aches and pains of muscles and joints associated with arthritis, strains, sprains, bruises, and simple backaches. With the convenient spray, it is easy to use in the gym, in the office, at home, on trips, and on the golf course,” said Richard Guy, Chairman of NFI Consumer Products.

Blue-Emu™ ICE spray is a blend of emu oil, menthol and natural ingredients that provides fast relief for muscular aches and joint pain. Emu oil, a natural moisturizer and antiseptic, is a powerful “transdermal carrier” that quickly penetrates the skin to deliver active ingredients directly to the source of discomfort.

Sport athletes like Johnny Bench, Baseball Hall of Fame Inductee, and Jay Haas, PGA Golfer use and endorse the product based on the relief from Blue-Emu™ ICE. “I don’t have time to be slowed down by joint pain and sore, aching muscles. That’s why I use Blue-Emu Ice” said Johnny Bench. Jay Haas remarks that “Blue-Emu™ ICE provides comforting relief naturally and helps me keep up with the young guys and the seasoned professionals.”

“Our Blue-Emu™ product family is the company’s flagship product,” says Larry Chriscoe, President and CEO of NFI Consumer Products. “Adding Blue-Emu™ ICE to our line-up is particularly attractive to very active people with athletic lifestyles.”

NFI Consumer Products is recognized by leading retailers as one of the most innovative and visionary companies in the consumer products industry. Committed to the research and development of unique quality product and, designed to meet specific consumer needs, NFI Consumer Products invests in state-of-the art manufacturing facilities that exceed industry mandated state and federal guidelines and regulations.

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