



TESTING LAB

T E S T Y O U R P R O D U C T

Test group

- 100 testers
- 3 main test groups
 - Competitive athletes
 - Fitness enthusiasts
 - Office workers with neck and shoulder tensions and pains
- Test group members were selected based on muscle tensions and pains

Content of user testing

- Test period was 2 months
 - Real operating conditions and real environment
 - Objective user experience
 - User opinion, feedback, needs and ideas
- Users point out product functionality, effectivity and quality

Tested products

- Polar Frost pain relieving gel
- Each tester had pain relieving gel tube and roll-on





Results

Would you recommend Polar Frost pain relieving gel to your friend

- 96 % of the testers would recommend Polar Frost pain relieving gel to a friend
 - This means that 96 from 100 testers would recommend Polar Frost pain relieving gel to a friend

Tester comments about the efficiency of Polar Frost

- “The efficiency of Polar Frost changed my opinion of pain relieving cold gels”
- “Pain relieving gel was unbelievably efficient”
- “Absolutely the most efficient cold gel that I have ever used”
- “When needed, continuous usage of cold gel for 1-2 days was enough to relieve most kinds of pains..”
- “ Added benefit of the cold gel is the preventive use after hard exercises to avoid muscle pains”

Polar Frost pain relieving gel - User testing



Polar Frost Pain Range in Nigeria



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