

Warm up your mind as well as your muscles before the big race

Submitted by: The Mentholatum Company

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More than 386,000 people applied to run in the 2018 London Marathon¹, even though many had never completed such a long race before.

But while the runners will know it is vital to be physically honed, toned and fit to take on such a challenge, how many appreciate that it is just as important to be mentally prepared?

This year, the muscle and joint experts at The Mentholatum Company, have a message for runners – make sure you warm up your mind as well as your muscles before the start!

Mentholatum is the name behind the Deep Heat and Deep Freeze brands so familiar to generations of runners and other sportsmen and women.

Jillian Watt, director of new product development at the company, is a former keen runner and now a qualified Pilates teacher. She says: “A good training regime can get people physically fit to tackle a marathon, but no one should ignore the power of the mind and the boost which your mental attitude can give your performance.

“Studies have shown that in high-pressure situations such as surgery, mental practice, or mentally rehearsing a procedure, can help improve outcomes² and these techniques can also be used when someone is tackling a gruelling sporting event.

“When we feel stressed or anxious, we can feel our muscles become tense and tight. And the experts at Mentholatum know tense muscles are more vulnerable to injury, which is why it is so important to warm up physically before a run or a sports match.

“Research has also shown that when psychological stress shifts the mental focus from the task in hand, it can affect performance and so controlling excessive stress and negative emotions can help produce a better sporting performance³.”

Before the big race, runners will go through their warm up routines. These will include dynamic stretching to make their muscles more flexible and cardio to raise body temperature, increase blood flow and bring nutrients to the muscles. Deep Heat Muscle Massage Roll-on Lotion can be used as part of the warm-up routine to help loosen and soften tight, tense muscles.

And the physical warm up, says Jillian Watt, is an ideal time to ‘get into the zone’ mentally.

“This is the time to think about your goal of reaching the finishing line and how you will feel when you achieve it. You can visualise the route, picturing yourself at different stages, thinking about what you will see, hear and smell along the way, seeing yourself at the difficult parts and imagining how you will overcome the tiredness and the doubts.

“Many people find it helpful to use inspirational mantras or phrases they can say to themselves before and during the race. To help those who are finding it tough going, Mentholatum has advertisements and

hoardings at the start and at various points along the route with to help motivate runners to go the distance.”

YOUR WELL WILL ALWAYS RUN DEEPER THAN YOU THINK.
26.2 MILES WILL ASK A LOT OF YOU, WE'RE CONFIDENT YOU'LL HAVE ALL THE ANSWERS.
YOUR RACE. YOUR PACE.
GIVE EVERYTHING. TAKE ALL THE GLORY.
REPEAT AFTER ME: THIS. I GOT.

If injury does strike, Deep Freeze Pain Relief Glide-on Gel is a great substitute for ice to help minimise damage, bring fast pain relief and help reduce recovery time.

For more information visit:

Deep Heat (<http://www.deep-heat.co.uk>)

Deep Freeze (<http://www.deep-freeze.co.uk>)

@deepheat_roll_on

@deepheat_active

DEEP HEAT AND DEEP FREEZE

Deep Heat Muscle Massage Roll-on Lotion is drug-free and is designed to provide targeted, warming relief to help ease tight, knotted muscles through the benefit of massage with heat therapy. It can be used:

PRE-EXERCISE

To loosen and soften tight muscles, so they move and stretch more easily

SOFT TISSUE REHAB

To help realign muscle fibres and break down adhesions and scar tissue. Heat also helps remove damaged tissue.

Deep Heat Muscle Massage Roll-on Lotion is available from most grocery stores, high street and community pharmacists nationwide, RRP £4.99.

Deep Freeze Pain Relief Glide-on Gel is drug-free and provides targeted, fast acting pain relief with scientifically proven cold therapy for sharp, shooting muscle and joint pain, minor sports injuries, back pain and leg and foot pain.

Available from grocery stores, high street and community pharmacies nationwide, RRP £4.99.

1. <https://www.virginmoneylondonmarathon.com/en-gb/how-to-enter/british-athletics-club-entry/>
2. <https://www.ncbi.nlm.nih.gov/pubmed/21245669>
3. <https://link.springer.com/article/10.1007/s12144-017-9629-1>

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