



PR Lotion

Sodium Bicarbonate Lotion



TRAIN HARDER AND LONGER

PR Lotion is the world's first and only sports lotion that unlocks the natural electrolyte bicarb. Powered by InnerEdge™ technology, PR lotion delivers bicarb directly to the working muscles via the skin. It is scientifically proven to improve performance and decrease muscle soreness to help you make training gains, faster.

Packaging: Bottle with 12-15 uses or single serve packets

Quantity: 24 bottles per case or 100 sachets

Flavors: Topical lotion, NOT for consumption

Why Sodium Bicarbonate Matters

What does bicarbonate do? Bicarbonate is a naturally occurring electrolyte. Intense exercise results in the creation of excess H⁺ ions that are commonly referred to as “lactic acid.” Bicarbonate helps neutralize those ions to maintain optimal muscle function. Clinical research has shown PR Lotion can improve muscle pH by up to 28%.

How will this affect my training? PR Lotion allows the user to get more out of intense workouts. Research has shown a 25% increase in high intensity interval training before failure.

How will this affect how I feel the next day? Our research has shown a 53% decrease in next day muscle soreness.

How is PR Lotion different from other sport lotions, gels and balms? PR Lotion works because proprietary technology drives bicarbonate into the body to neutralize acid. Other sport lotions focus on relieving pain by using either menthol (cooling) or camphor (warming).

Application

How much should I use? Athletes should use 1 packet on each leg. If using a bottle, that is 20g per leg. Bigger athletes need to use more.

When do I apply it? Application should be a minimum of 20 minutes before training begins. The window of effectiveness is up to 5 hours after application.

Where do I apply it? Apply it to the muscles that are doing the most work. Most athletes focus on their low back, hips, glutes and legs down to their calves. On hard upper body days, there is benefit to apply to those muscles as well.

How do I apply PR Lotion? Focus on one leg at a time. Empty the contents of the packet on an outstretched leg. Work the lotion around to the glutes, hamstrings, quads and calf muscles. The lotion should evenly cover the entire leg. Wash hands thoroughly after application.