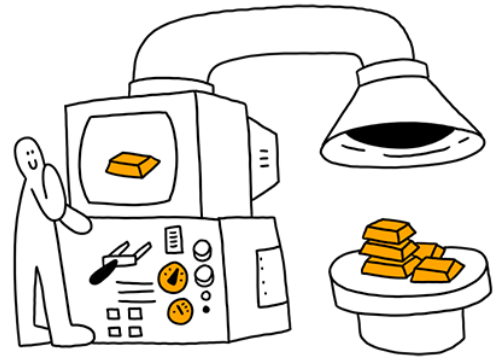


Cheat Sheet:

TheraICE

Headache Relief Hat



1. KEY LINKS

- [Product Page](#)
- Presell Pages
 - [Advertorial #1](#)
 - [Advertorial #2](#)
- [Everflow \(Offer Card\)](#)
- [Amazon Page](#)
- [Official Website](#)
- [Creative Assets](#)
- [Launch Trailer](#)

2. WHAT PROBLEM DOES IT SOLVE?

As many as [45 million Americans](#) have chronic severe headaches that can be disabling; while 70% of Americans will suffer headache pain severe enough to seek medical attention.

Unfortunately, most people resort to over-the-counter drugs or addictive pain-killers because most natural methods aren't very effective. These drugs can often lead to long-term health issues and [serious side-effects](#) when overused.

TheraICE Rx Headache Relief Hat helps solve this problem by using a unique combination of hot/cold therapy and light compression to help naturally soothe away all types of headache pain in a matter of minutes.

Now you can enjoy life again, pain-free.

3. WHY IS IT DIFFERENT FROM OTHER SOLUTIONS?

TheralCE Rx Headache Relief Hat is a drug-free solution without the nasty side effects of pills like triptans, ibuprofen, and pain killers which can have a long-term impact on your health and mental well-being

It's the only 360-degree hot and cold therapy hat for headache relief. Its patent-pending design provides hot and cold therapy on nearly every part of the head to provide fast pain relief.

The unique built-in flexible ice pack with 360-degree coverage is a game-changer – quickly relieving pain and putting you into a deep state of pain-free relaxation.

- **Why It Works** | TheralCE relieves pain in two ways: by using compression and cold therapy to constrict blood vessels and reduce inflammation, helping mute the signal of pain to your brain – or by using heat therapy to relax your muscles and ease tension, melting you into relaxation and comfort.
- **360-Degree Pain Relief** | TheralCE is the first headache solution that provides 360° coverage, allowing it to apply gentle pressure to every "relief point" for maximum effectiveness. It doesn't get any better than this.
- **Works On All Types Of Headaches (And Other Pain As Well!)** | The "dual therapy" technique works extremely well for any type of headache including: tension, sinus, cluster, and migraines. You can also place it on your neck, shoulders, eyes, and more to quickly soothe other aches and pains.
- **Stays Cold 10x Longer Than a Wet Cloth** | TheralCE modernizes doctor-recommended cold compress therapy with its unique thermal insulation. This allows it to stay cold long enough for your headache to disappear, or keep extras in the freezer for even longer relief.
- **Naturally Blocks Out Sunlight** | According to WebMD, headaches are often linked to light sensitivity. TheralCE RX easily and comfortably slips over your eyes, while the extra-dark material blocks 100% of sunlight.
- **One Size Fits All (And Lasts For Years!)** | The state-of-the-art gel liner and buttery-soft, breathable fabric provides a comfortable fit on any head size. With proper care, each hat lasts for years and washes easily so it can be worn daily without losing its effectiveness.

- **100% Safe To Use (Even On Bare Skin!) |** Traditional icepacks are messy and can cause frostbite or damage to sensitive skin. TheraICE Rx cools down to the perfect temperature so you can comfortably enjoy fast-acting relief without harming your skin.
- **30-Day Money Back Guarantee |** If for any reason you're not 100% satisfied with your TheraICE Headache Relief Hat, you can easily return it, hassle-free!

Compliance Guidelines

Please do not claim that this product is doctor recommended or is proven since this product did not yet undergo any formal studies or clinical trials. Results can not be guaranteed. We CAN say that cold/hot therapy as a treatment itself is doctor recommended.

Please do not claim that this product "fixes" "cures" or "prevents" headaches in any way. The purpose of the product is to relieve the pain caused by these headaches

Due to intellectual property compliance restrictions, you should not refer to it as the "headache hat". However, you can refer to it as the "headache relief hat".

Some advertising networks have restrictions around advertising products that claim to relieve certain types of headaches such as migraines. We recommend checking the policies of your ad network before launching your campaigns.

4. SOCIAL PROOF/MEDIA MENTIONS

- [Amazon](#) - 4.6 stars with over 1000 5-star reviews
- As seen on [FOX](#), [NBC](#), [CBS](#), [USA Today](#)
- Over \$350,000 in sales since June 2020 (as of 2/1/21)
- Sold over 10,000 units and counting since June 2020 (as of 2/1/21)
- Comes with a 30-day 100% satisfaction guarantee and 1-year warranty
- Thousands of people already use them and rave about the results

5. RELEVANT ARTICLES, STUDIES AND MORE

- **[Harvard]** [Migraines affect an estimated 28 million women in the United States](#)
- **[Harvard]** [Migraine headaches rank in the top 10 of disabling conditions.](#)
- **[National Institute of Health]** [Cold Therapy has been used clinically to help relieve migraines and headaches for the last 150 years](#)
- **[Article]** [Why Cold Therapy helps relieve headaches - the science explained](#)
- **[Study]** [Applying a frozen compress at the onset of a migraine significantly reduced migraine pain](#)
- **[Infographic]** [Types of Headaches and their areas of pain](#)
- **[Infographic]** [The 10 Most Common Migraine Symptoms](#)

- **[Infographic]** [39 Million Americans experience migraines](#)
- **[Infographic]** [3x more women have migraines compared to men](#)
- **[WebMD]** [Different types of headaches, causes, and symptoms](#)
- **[Article]** [Cooling Caps have been found to help insomniacs fall asleep](#)
- **[Study]** [Cooling the brain during sleep may be an easy, natural, and effective treatment for insomnia](#)
- **[Study]** [Stress is a major contributing factor of headaches; induced by a hormone called Cortisol](#)
- **[Mayo Clinic]** [Repeated use of over-the-counter \(OTC\) pain relievers can cause another type of headache, overuse headaches.](#)

6. Marketing Angles:

Relieves Your Headaches the Natural Way Without Pills or Chemicals

At the onset of headaches and migraines, it is our instinctual reaction to reach for the bottle of Ibuprofen or our 'pain killers'. Unfortunately, the overprescription and overuse of these drugs can often lead to long-term health issues and [serious side-effects](#): heart attack & stroke, blood clotting, increased blood pressure, stomach ulcers, and internal bleeding to name



a few. [Recent studies](#) also suggest that repeated use of over-the-counter (OTC) pain relievers can often make headaches worse and lead to more frequent headaches.

With the profits big pharma has been making on pain medication, it is no surprise that an effective natural remedy to headaches didn't yet exist... until now.

Introducing TheralICE, the headache relief hat designed to provide anyone with natural headache relief in minutes. Unlike Advil and some other pain medications, TheralICE is all natural – making it 100% safe for anybody to use. And unlike most pain medications, you can feel it working instantly.

Unlike generic pain medications, TheralICE Headache Relief is specifically designed for relieving pain for all different types of headaches by applying temperature therapy directly to all of your body's natural headache relief points all at once. This includes

- Migraines

- Stress/Tension Headaches
- Cluster Headaches
- Sinus Headaches
- & Even Upper Neck Pain

★★★★★ **INSTANT RELIEF!**

Reviewed in the United States on November 19, 2020

Verified Purchase

The other night I was trying to fall asleep, but the **sinus** pressure in my head was just too much. So I went to go grab this out the freezer to use for the first time. As soon as I put it on, I instantly felt relief from that pressure. The gel worked great to soothe and provide comfort. Within minutes I was falling asleep. Highly recommend!

★★★★★ **Great if You are suffering from migraine or **cluster** headaches**

Reviewed in the United States on December 13, 2020

Verified Purchase

Relieve Symptoms from Stress-related Tension headaches

According to a recent study, stress headaches are experienced periodically by more than one-third of adults – a number that has expected to be even higher following the global pandemic where stress and anxiety have become even more common. According to recent research, every 10 percent increase in people’s stress levels causes them to experience tension headaches.



As we experience stress our bodies react with a ‘fight or flight’ response. In an attempt to fight the stress, your body releases a hormone called cortisol, which triggers the headache according to research.

Several all-natural therapies such as temperature therapy (cryotherapy) and compression (acupressure) have been proven to help relieve these stress headaches, but until recently these methods have only existed as separate solutions – limiting their effectiveness.

However, TheraICE Rx Migraine Relief hat is one of the first products that combine both proven methods into one highly effective wearable that can relieve all types of headaches.

TheraICE slides right onto your head. Its unique shape and stretchable ergonomic design directly cool the forehead, temples and in front of the ears – pain points commonly associated with tension headaches. By applying the right amount of pressure and cold therapy directly to these areas, you'll instantly feel TheraICE working and can expect maximum stress headache relief in just minutes.

★★★★★ **Doctors- PLEASE tell your patients about these cooling head wraps!**

By [Dr. J.](#) on January 14, 2021

This head cooler feels so incredible when I have a headache or stressful day! Between the pressure it applies, the light blocking, and the cold....it's an awesome natural therapeutic treatment with no side effects! Why don't doctors tell their patients about these things?! [see less](#)

★★★★★ **Theralce**

By [Valerie B.](#) on February 14, 2021

This is a LIFESAVER! If you've ever experienced a migraine or stress headache this is the BOMB!

Get Your Beauty Rest with TheraICE

The pain and frustration of chronic insomnia affect 21 Million American adults, most of whom find no relief from current therapies. Now a new study finds that simply cooling the brain area just behind the forehead can help.

According to one study presented by the American Academy of Sleep Medicine, researchers fit 12 insomniacs with caps that use circulating water to cool the prefrontal cortex – the part of the brain just behind the forehead. The study concluded that insomniacs fall asleep about as fast as, and stayed asleep about as long as, adults without insomnia.

If headaches or migraines keep you up at night you can slip this on and lay back down in bed. It provides enough relief until the medicine kicks in and/or you fall asleep. You'll never wake up again with melted ice dripping on your face or a soggy head like traditional ice packs. The super thin, lightweight, and soft 'foam-like' padded design makes it great for both stomach and side sleepers.



TheralCE's 360-degree coverage hits the exact area of the head that promotes sleep to soothe your mind and body into an 'Oasis' state of relaxation. Its built-in blackout eye covers help keep light out for complete darkness, as well as cool underneath and around your eyes. Cooling your eyes before and during sleep will help reduce the morning puffiness we tend to see around our eyes. This combination is sure to leave you feeling rested and looking your very best every morning. It's an essential part of the million-dollar routine.

★★★★★ **A must-have for every migraineur**

Reviewed in the United States on October 25, 2020

Verified Purchase

If you have headaches stemming from inflammation of ANY kind- especially heat, allergies, blood flow... you have to get this for your arsenal. It's extremely comfortable and applies just the right amount of pressure without pain. I haven't used it for warmth- but even from the freezer- it's the perfect level of cold and lasts long enough to let you **fall asleep**. The blackout eye covering takes away all the light and encompasses your sinuses for a complete overall calming and quieting environment in a way no other device I have ever used could. It's like combining the age old wash cloth with better and softer material that keeps temp longer!

It's a life saver and everyone with migraines in my family has jumped on board!!

4 people found this helpful