

What is Rubeeven™?

Rubeeven™ combines two of nature's strongest pain-relieving compounds: a unique high potency New Zealand bee venom, and capsaicin which is an extract from chilli peppers. This unique combination delivers rapid and long-lasting relief for joint stiffness and muscular discomfort.

What does it contain?

Rubeeven™ is an all-natural product made from a few simple, powerful ingredients: Distilled water; Capsaicin in cayenne liquid extract form; Coconut wax; Extra virgin olive oil; Benzoin tincture; Bee venom.

How does it work?

Bee venom causes local release of the body's own anti-inflammatory steroids, the equivalent of an athlete having a cortisol injection. This is complemented by the heat from capsaicin, which supports blood flow to the affected muscle and joint tissue, aiding penetration of the soothing bee venom to relieve joint stiffness and muscle pain.

How long does the effect last?

The effects can be felt almost immediately, with most people experiencing a pleasant warming sensation within seconds. The long-acting anti-inflammatory actions of the bee venom also means that the pain relief should last for several hours.

What is the evidence that it can help?

Capsaicin has been proven in many clinical studies to be an effective treatment for joint pain and musculoskeletal problems¹⁻². Bee venom is a traditional medicine and has been used for centuries for the same reasons³⁻⁴. In the traditional medicine practice, people will actually sting themselves using live bees. This is painful and kills the bees. HoneyLab are able to extract bee venom without harming the bees and that is why we are able to bring you this unique combination for the first time. Rubeeven™ has been available for several months and people who are using it are reporting that it is very effective and are ordering more.

How do I use it?

Users should do a patch test first if there is any doubt that they may be allergic to bees. This is done by applying a tiny amount to make sure that there is no adverse allergic reaction. The cream should then be applied 2 – 3 times a day to affected areas. It should be massaged into skin and will be absorbed within a minute. Users should wash their hands thoroughly after application, as the capsaicin can be painful if even a small amount gets onto sensitive surfaces such as the eyes.

If the warmth is too strong and a burning sensation occurs, wash off the cream, use less of the Rubeeven™ in the future or consider stopping using altogether if you are one of the rare people who are too sensitive to it.

As with any treatment it is advised to read and follow the instructions on the label. If symptoms persist, see your healthcare professional.

Can I use it with other products for joint and muscle pain and stiffness?

Yes, there is no reason why you cannot.

Who funded the product development?

The research was funded and undertaken by HoneyLab, a New Zealand owned and operated pharmaceutical company.

How do you get venom from the bees?

The process is called milking and involves putting a glass plate near the hive and running a small amount of electricity through the glass. The bees will attack the glass and deposit some venom, but do not die as their stingers cannot penetrate the glass. The bees are not harmed by this process, and their happiness and health is incredibly important to us.

Is it safe? What if I am allergic to bees?

Only 1% of people are allergic to bee stings and we're sorry but Rubeeven™ is not safe for these people. However, most people who think they are allergic are not. People who are not sure should apply a very small patch test on their arm to make sure there is not a large allergic reaction. Hundreds of thousands of people around the world are safely using bee venom products on their skin.

Who can I contact for more information?

For information on the science - Dr Shaun Holt: shaun@honeylab.co.nz
For information on orders/supplies - Julia Ammundsen: julia@honeylab.co.nz

Can Rubeeven™ treat any medical conditions?

Capsaicin and bee venom are both potent and fascinating materials that have been used as traditional medicines for centuries. They are mostly used for musculoskeletal pain and, in theory, may be able to help with other pain conditions including shingles and, if applied to the side of the scalp, even migraines. HoneyLab will soon be undertaking clinical trials for these conditions.

Who are HoneyLab?

HoneyLab are a New Zealand pharmaceutical company with several platforms of clinical research, including dermatology, pain, and nutrition. HoneyLab are running the world's largest programme of medical honey research. The research programme is directed by Dr. Shaun Holt. Shaun has both Pharmacy and Medical degrees from the UK, lectures at Victoria University of Wellington and is one of New Zealand's most experienced clinical researchers.

References:

1. Deal, Chad L., et al. "Treatment of arthritis with topical capsaicin: a double-blind trial." *Clinical therapeutics* 13.3 (1990): 383-395.
2. Zhang, W. Y., and A. Li Wan Po. "The effectiveness of topically applied capsaicin." *European journal of clinical pharmacology* 46.6 (1994): 517-522.
3. Son, Dong Ju, et al. "Therapeutic application of anti-arthritis, pain-releasing, and anti-cancer effects of bee venom and its constituent compounds." *Pharmacology & therapeutics* 115.2 (2007): 246-270.
4. Lee, Myeong Soo, et al. "Bee venom acupuncture for musculoskeletal pain: a review." *The Journal of Pain* 9.4 (2008): 289-297.