

Crampfix

Text – Henrik Alpers

Do you struggle with cramp? Crampfix guarantees that the problem has now been solved. They even have the backing of Sports Director Steffen Kjærgård and star cross-country mountain-biker Lene Byberg. Many major and minor sportsmen and women have been quoted as saying that "this works". The product has a shopping channel profile and just has to be tested.

The jar of capsules arrived in the post as agreed, packaged in a slightly boring envelope with bubble-wrap. No fancy packaging and the jar itself was of the classic pharmaceutical type. The jar looks a little like it is sold in many countries and in our case it has been given a Norwegian label. Not very unusual in any industry, but here it was just so very obvious. This product is used by half of Norway's elite sportsmen and women, and yet it looks so boring? This just HAS to be good. This must be a classic example of a pure performance product. It would fit anonymously in the toilet bag of a top sportsman or woman. We then took out a capsule and inspected it more closely. Things were getting exciting now. The capsule is of the traditional, elongated shape, with a transparent plastic covering and hundreds of little tablets inside. You can shake every one of the capsules and make a sort of rattling noise, and my doubts as to whether they would actually work both rose and fell at the same time.

A team of thirty of us went down to the Alps and cycled 3000 vertical metres every day in 30-degree heat. Really hot and really tiring. I did everything I could to get cramp, but I never did suffer any. However, the others in the group quickly succumbed to it. They screamed and shouted, the cramps would not go, and they suffered body and soul. "What are we going to do?" they said, and it was here that I came into the picture with my wonderful jar of capsules. "I have the solution," I replied simply. The cramp sufferers were keen to see what I was going to offer them and I gave them the jar, but with the label removed. There was no point in explaining what they were getting. That would only cause the placebo effect to shoot through the roof. Three tablets morning and evening was the recommendation and the two guinea pigs willingly consumed the capsules. Two days and no cramps later and rumours about the product were circulating around the dinner table. "Sorry, we are not sharing," answered the test subjects abruptly. I had to apologise that I did not have any more, but I then ordered the jar to be shared with one other person, i.e. the person who was complaining the most. His cramp disappeared too, even though the last man had no idea whether he had been given Crampfix or artificial fertilizer.

Crampfix is a dietary supplement which contains the four key minerals which can affect muscle cramps, as well as two vitamins which help the body to absorb the salts. Very simple, and all the evidence suggests that it works too. To prove such a claim, scientific test material would be needed to which no Norwegian cycling magazine could ever gain access, and we therefore had to make things a little simpler. However, everyone who had the pleasure of using it avoided cramp for the rest of the week, even if they normally suffer from precisely that. They did not know what they were being given and, given that nine times out of ten I am usually joking, everyone was very sceptical about the results. However, the cramps that the three men had been suffering disappeared overnight. The label was passed round after the trip was over and the test subjects read it with excitement. Does it work? Apparently extremely well and there are many people who do not dare to not use Crampfix. The thumb points upwards.

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