

Participant Information Sheet and Informed Consent Document

Information about the Study

The purpose of this research study questionnaire is to gather your opinions about your use of Biofreeze and experience of pain during the marathon and marathon recovery period.

In some instances, we will use your opinions to further develop our products or understand the consumer experience when they use Biofreeze.

There are no benefits to you from taking part. Your opinions may help us understand our products better and provide information about consumer experiences when they use Biofreeze.

There are no risks associated with participating in this study, as it only involves answering the study questionnaires about your previous use of Biofreeze and pain experienced during and after the marathon.

The agency Curion is collecting and processing the data from this questionnaire on behalf of Reckitt who is the sponsor.

What if I have any questions?

If you have any questions about this study, you can ask a study team member who will be present in the Biofreeze Recovery Zone at the end of the race. If you are not in the vicinity of the Biofreeze Recovery Zone you can contact a study team member via contact details below.

Curion Customer Support Center:

- +1(800)291-1907

If you have questions regarding your rights as a research participant, or if you have questions, concerns, complaints about the research, would like information, or would like to offer input, you may contact the Sterling Institutional Review Board Regulatory Department at telephone number 1-888-636-1062 (toll free) or info@sterlingirb.com.

Study Details

There are two questionnaires associated with this study. In both questionnaires you will be asked a series of questions about your pain levels, pain locations, sensations created by the Biofreeze product and opinions about the effectiveness of Biofreeze. We will ask about your age, gender and in some cases, we may also ask about your menstrual cycle and quality of sleep you had the night after the race.

This information sheet and consent document is only valid for the questionnaire you are currently taking part in. One questionnaire will be available at the Biofreeze Recovery Zone area when you complete the Chicago marathon, the second "Post-Race Questionnaire" will be accessed via a QR code or link and completed digitally in the correct time window.

(Please complete from 6am the day **after** race (12-Oct-2026) until 11:59pm 13-Oct-2026.)

Your Responsibilities:

- If you take part in the study at the Biofreeze Recovery Zone area, your responsibilities are to complete the questions provided to you by the research team (~10 minutes to complete).
- If you take part in the Post-Race Questionnaire, your responsibilities are to access the study via the QR code or link provided and then complete the questions provided to you by the online questionnaire in the correct time window (~15 minutes to complete).

Rights to decline or withdraw from the study	Reactions to the Biofreeze applied in the marathon
Taking part in this study is entirely voluntary. This information sheet and consent form do not take away any of your rights, instead they ensure that you are provided with enough information to be fully informed about the study in case you decide to participate. You can choose to not participate in this study or withdraw from it at any time. Your decision to not participate or end participation will not impact your relationship with the Chicago marathon or the Biofreeze brand and will not impact your eligibility to use any of the products available to sample at the Marathon. If you wish to end your participation after providing consent and beginning the questionnaire, any information you have provided via the study questionnaire will still be part of the study data and may still be used by the sponsoring organisation as it will be anonymised so identifiers will be removed. Please see below for data withdrawal requests.	In the vicinity of the Biofreeze Recovery zone : If you experience any adverse events from the applied Biofreeze (for example, feeling unwell, different or suffer an adverse reaction or side effect) you must report this to a study team member at the Recovery Zone as soon as you are able. They will be able to direct you to the Marathon first aid tent, if required and record the details of your reaction. Outside the vicinity of the Biofreeze application zone please report these via: If you experience any adverse events from the applied Biofreeze (for example, feeling unwell, different or suffer an adverse reaction or side effect) outside of the Biofreeze Recovery Zone you must report these via the US Biofreeze consumer relations number: 1-800-246-3733. This number will only record your reaction and will not offer healthcare professional advice. If you need medical attention or healthcare professional advice while on site at the marathon, please attend one of the First Aid tents.

Data Privacy
Any records that identify you will be kept confidential and to the extent permitted by applicable laws, will not be made publicly available. Reckitt, as the study sponsor, will receive certain data about you from Curion, the agency who carries out the Study. Your personal data will be in an 'pseudonymised' form meaning that Reckitt cannot directly identify you from the data we receive, although the agency may still be able to. Your pseudonymised study data will be stored for a minimum of 15 years after the completion date of the study. Any personal data collected will be held safe and secure by: • Following applicable standards and data privacy law • Putting in place appropriate contractual and security measures and (for example,, pseudonymisation, access controls, procedures) to endeavour to prevent your personal data from being accidentally lost, used or accessed unlawfully; and • Ensuring that the only people that have access to your data are those that need it for the conduct of the study. If you request that Reckitt stop processing your personal data or request the deletion of your personal data, Reckitt will ask Curion to perform this request and as such, will follow Curion policies. Any study data kept by Reckitt is anonymised and you can no longer be identified. If the results of the study are published, your identity will remain confidential. At all times, the information gathered will only be used in accordance with Reckitt's privacy notice. Your personal data will never be shared publicly and are only accessible by Reckitt. The data that you provide may be used for future research and learning about Biofreeze use and effectiveness and pain experiences during the marathon and marathon recovery period.

You should also read our privacy notice which gives more detailed information on how Reckitt will process your personal data.

[Show only for Post-Race Questionnaire entrants]: Payment & Incentives

[Show only for Post-Race Questionnaire entrants]: Payment:

For participating in this study:

- The first 600 participants to **complete this questionnaire** (open from 6am on 12-Oct-2026) will receive a \$100.00 gift card.

You cannot take part if:

- You are unable to comprehend or read English
- You are under the age of 18
- Have not participated in the 2026 Chicago marathon
- Have not chosen to have Biofreeze applied by your own free will
- If you are an Employee of the Sponsor, or Agency collecting the data

Certificate of consent

I can confirm that:

1.	I am 18 years or over and have participated in the 2026 Chicago Marathon.
2.	I have read and understood the information about the study. I have been given the opportunity to ask questions, and I have received satisfactory answers. I have been given enough time to consider participating in this study.
3.	I understand I can refuse to participate or withdraw at any time without giving reasons and without being penalized. Doing so will not affect my relationship with the Marathon organisers, the Biofreeze brand and will not impact my eligibility to use any of the Biofreeze products available to sample at the Marathon.
4.	If I experience adverse events / side effects, I am aware of who to contact and the applicable contact details.
5.	I agree that as part of the study personal data will be collected about me, such as gender, age and in some cases, menstrual cycle and sleep. I understand that my personal data will be kept confidential by the Consumer Research Agency and the Sponsor. I have been given the opportunity to read the privacy notice.
6.	I understand that personal data from this study will be pseudonymised and may be disclosed to the Sponsor companies in one or more countries inside or outside of the U.S., but that I will not be identifiable by any of the personal data shared with the Sponsor as part of these reports.
7.	I agree for my data to be stored for a minimum of 15 years after the completion date of the study.
8.	I give permission for the data that I provide to be used for future research and learning regarding Biofreeze use and effectiveness and pain experiences during marathon.
9.	I voluntarily consent to participate and follow the instructions to complete the questions. I agree to participate in the study.

PROGRAMMING FOR QUESTIONNAIRE 1 (END OF RACE/RECOVERY ZONE) – CAPTURING EMAILS AFTER PROVIDING CONSENT ONLY IF THEY WANT TO BE SENT A LINK TO THE POST-RACE QUESTIONNAIRE

Click: Agree/Disagree

If Agree, provide a paper copy of the consent form and data privacy agreement and enter email address

I confirm that I am at least 18 years of age, and I have read this Agreement, understand it, and accept the terms and conditions set forth above.

☒ I Agree

☐ I Do NOT Agree

Please provide email if you would like to receive a link to the second questionnaire.

Email:

If Disagree, terminate.

**PROGRAMMING FOR QUESTIONNAIRE 2 (POST-RACE QUESTIONNAIRE) – CAPTURING EMAILS
AFTER PROVIDING CONSENT ONLY IF THEY WANT A COPY OF THE ELECTRONIC CONSENT**

I confirm that I am at least 18 years of age, and I have read this Agreement, understand it, and accept the terms and conditions set forth above.

☒ I Agree

☐ I Do NOT Agree

Please provide email if you would like to receive and electronic copy of the study information and consent.

Email: