

EMBARGOED
Until Release Date



Dear Jax,
How come
sometimes when you
eat cold stuff you
get brain freeze?

Joshua George
Fairfax, Virginia

Beakman or Jax
P.O. Box 30177
Kansas City, MO 64112
Question, name & address

Dear Joshua,
I don't think it's very cool to get brain freeze – even though cool is what it's all about.

This is one of those questions that I end up loving because some questions move people forward and onward.

The answer to your question is *no one knows...yet*. Isn't that cool? You know that it is cool. It means there's still more stuff left to discover. More stuff to understand. That's more than cool. It's fabulous.

Jax Place
Jax Place

FAMOUS GUY IN SCIENCE

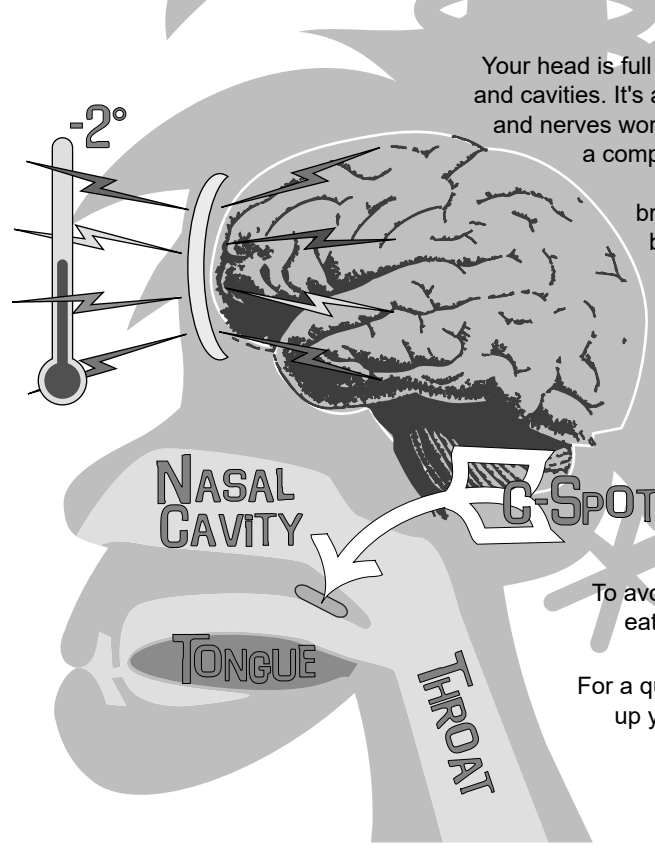


DR. JOSEPH HULIHAN
Big Shot @ Temple University
Philadelphia, Pennsylvania

Joseph Hulihan is a professor of neurology at Temple University. He studies brains and nerves. He's the guy who seems to know the most about the headaches called *brain freeze*. He continues to study them. Dr. Hulihan says they're caused by an "overstimulation" of the nerves in the rear roof of your mouth. We call it the C-spot for *cold spot*.

When your C-spot is cooled by ice cream, *You Can* get a blinding headache. The pain will peak in 25 to 60 seconds. It will affect the front of your forehead and your temples. During a brain freeze, the temperature of your forehead will lower by 2 degrees. Not everyone gets brain freeze. But

nearly all of the people who get a kind of headache called migraine headaches do get brain freeze. Dr. Hulihan also says that brain freeze is the most common kind of headache there is. And it is *not* a pain in your brain. It's a pain in the nerves and blood vessels around the front lobe of your brain.



Your head is full of bones, holes and cavities. It's also full of veins and nerves working together in a complicated network to support your brain. A bundle of both nerves and veins are at your C-spot. When you chill it, your nerves get too much information and zap you hard.

To avoid brain freeze, eat cold stuff more slowly. For a quick cure, warm up your C-spot with some water.

P.S. from Beakman: One reason why brain freeze isn't completely understood is money. Before something can be studied, there has to be money set aside for that research. Research on brain freeze so far comes because there is research money to study migraine headaches.



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