

## The Posturepole™

You have probably never thought about what happens to your body every time you stay “slouched” at the desk or go out for a ride for hours at a time. The problem is that the load on your neck and shoulders **DOUBLES** for every 2-3cm your head moves forward.

The result is that you can feel pain in the neck (which may radiate into the arm and hand), in the shoulders or in the upper back and may include symptoms other than pain, such as weakness, numbness or tingling. That extra effort needed to support the weight of the head may also cause a burning aching feeling along your back up to the base of your skull

Some people may feel a tightness in their chest while others may experience dull persistent tension headaches. And these symptoms are a direct result of having to hold the weight of the head forward from it's ideal position.



Now a safe and simple remedy, the **Posturepole™**, is available

The **Posturepole™** helps relieve neck, shoulder and upper back pain coming from a forward head posture. It also encourages more comfortable upright posture. It helps relieve tension, re-align your spine and gives quick relief in just 5-10 minutes!

### How it Works

Health professionals have found that sitting in a slumped (kyphotic) manner can cause postural muscles to become tense and painful. It has also been noticed that those very same muscles could be relaxed quickly and easily by moving to another specific posture

The ideal way of breathing is to draw air low down into the abdomen so the ribs expand outwards while the neck and shoulder muscles remain relaxed. If a person can't hold their ribcage in the correct position then their diaphragm muscle won't be able to work properly resulting in a faulty breathing pattern; their neck and shoulder muscles will be working when they should be resting and with each breath the person's chest and ribcage will move up and down rather than outwards. Over time the neck and other muscles may become incorrectly linked to breathing and begin to do work they aren't designed to do. Gradually the person's ribcage will become more elevated and they may find it more difficult to breathe deeply. Holding that 'high chest' position also means the person isn't able to stabilize their spine, and as a result will become more vulnerable to musculoskeletal injuries affecting the low back, neck, shoulder etc.

The Posturepole™ helps people relax their neck, shoulders and upper back. It has been specially designed to respect the body positioning of the DNS approach and

- activate the nervous system relaxation reaction
- use gravity to gently open the chest and lengthen the tight upper body muscles
- allow each upper arm to reposition itself properly into the shoulder joint
- encourage deeper abdominal breathing
- foster a straighter more up-right posture and greater body awareness
- provide a feeling of ease and lifting of mood

## Testimonials

### Olympic Equestrian Rider

The Equestrian sport of Three Day Eventing requires the poise of a ballerina combined with the strength and determination of a Roman Gladiator. When you are doing the sport at an international level and combining it with a day job of managing the livestock enterprise on the family farm it is inevitable that I end up stiff and sore through my back. This is definitely not conducive to elite level performance. Since I have discovered The Posturepole it has made a huge difference to dealing with a stiff sore back in an easy, time efficient and cheap way. Just 5 minutes on the pole and I can feel my whole body from neck to hips opening up. It is very relaxing.

I would certainly recommend it to anyone who is interested in an easy non painful way to improve their comfort and performance.

Cheers  
Sonja Johnson  
Olympic Silver Medalist Beijing 2008

### Call Centre Staff

I work in a Call Centre and by the end of the day I would often feel a headache coming on. My neck and shoulders would feel tense and there would be a burning between my shoulder blades. Since using the **Posturepole™**, I don't let it get that way. Once I get home, five minutes on the pole and that muscle tension goes and I feel a much happier person. For me, the **Posturepole™** has been terrific.

Warren of Knox VIC

### Cyclist

No matter how I adjust my bike I can still get achy sore muscles across my neck and shoulders - it just comes with the cycling posture. Instead of suffering like I used to, I now use the **Posturepole™**. It is relaxing and quickly gets rid of that stiffness and soreness - after a few minutes stretch, I feel taller and look straighter. So rather than the pain, its the enjoyment of the ride and the good times spent with friends that I now remember

Belinda of Templestowe VIC

### Dizziness & Neck Pain Sufferer

I just want to tell you how much the **Posturepole™** has had a huge positive effect on my whole well-being. I have only been using it for about 10 days and already I feel an enormous difference/relief in my neck and lower back. I have been suffering from severe dizziness due to neck, back and ear problems for about five years. (I work with special needs children and this involves me lifting, bending etc.) The posture pole has been fantastic for stretching out my spine at the end of the day and relaxing all those tired and stressed out muscles.

Robyn, Teacher Aide of Ringwood VIC

Now available from Elementals Equine Therapies.  
Normally \$79.95 plus \$12 P&H now only \$75 (plus P&H if applicable)

### Get yours today and feel the difference

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