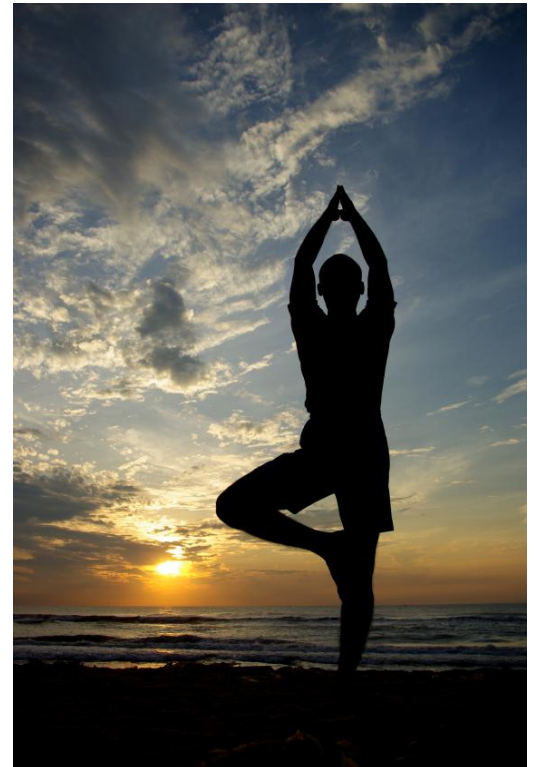




Beauty and the Beach 2011 Wellness Night

Here's just a sample of what you will discover tonight...

1. EXACTLY how to use **The Stick**- the *hottest, most effective* muscle therapy tool on the market today. You'll learn *exactly* which muscles to "roll out" and which ones to just leave alone. Follow this sequence and your legs will feel like you just got a 30 minute professional massage. (I guarantee you'll feel like you're running on air!)
2. Do you know when the best time to stretch is? Pre or post training? The truth behind when to stretch- and why most runners *never* get this right...and *ultimately* wind up with tight, painful muscles!
3. The "*5 best stretches*" (EVER) to avoid having an *untimely* running injury that can stop you dead in your tracks.
4. Two of Dr. Donofri's "*ultimate smoothie*" recipes. One to drink before you run and one to devour after you run. They're so good, you'll want to run just so you can drink these delicious smoothies!
5. A simple (but *incredibly* effective) "roadmap" to follow to *optimize* your nutrition and supplements. Recovering faster, having more energy, and reducing soreness comes down to what you put in your body each day. This simple system will put you on the right track!



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“The hottest, most effective, muscle therapy tool on the market today.”

THE STICK

“A therapeutic tool that employs “Intracell Technology” to locate and eliminate trigger points, and allow tight, contracted muscles to relax and recover.” “This technology simultaneously compresses and stretches muscles. The Stick pushes toxins and lactic acid out of muscles and allows nutrient rich blood to reenter these muscles. The result...improved muscle function and health.

INDICATIONS

Use any time you want to experience the benefits of myofascial release and trigger point therapy. In other words, use it when your muscles are tight and sore, or any time you want to experience similar benefits to massage. The best way to use the Stick is to use it regularly...even when your muscles are not tight and sore as a way to keep them healthy to avoid injury and other muscular problems.

The more you use it, the better results you get. So, daily use is a good target!

TRIGGER POINTS VS MUSCLE SPASM

Trigger points are contracted fibers that feel like a knot or a bump in the muscle. They cause pain, weakness and stiffness. Muscle spasms are a global contraction in the entire muscle, making the muscle feel tight and painful. Both can be improved using the Stick.

TIPS FOR USE

- ✓ Keep muscles relaxed when rolling out
- ✓ Use before, and after exercise (can also use during). Can be used multiple times per day (don't overuse).
- ✓ Use the right amount of pressure for you (5 on a scale of 10 is best)
- ✓ For pinpoint small area, shorten your grip between each hand
- ✓ Only work one muscle group at a time
- ✓ Warm up with 20 progressively deeper passes over each muscle group
- ✓ When you find trigger points (bump or tender spots in a muscle), focus on that point with small passes until the trigger point is neutralized
- ✓ After warming up and treating each trigger point, follow up with 20 additional passes over entire muscle to push lactic acid and blood out of muscle

RUNNERS PROTOCOL (legs)

Anterior Thigh ✓ Hip flexors, quadriceps	Posterior Thigh ✓ Hamstrings, glutes, piriformis	Calf ✓ Front of calf, back of calf (medial, lateral)
Medial Thigh ✓ Adductors	Lateral Thigh ✓ IT band	✓ Achilles (soleus muscle)
		Feet ✓ Bottom of feet (arches) using Foot Wheel

BENEFITS OF REGULAR USE

- *Relieves pain...increases range of motion...improves flexibility...decreases soreness...improves recovery time...inactivates trigger points...warms up muscles...increases circulation and nutrient rich blood flow*



Stretching...*The Egoscue Method*



TYPES OF STRETCHING

1. **Ballistic**- focuses on constant movement during stretches.
2. **Static**- focuses on holding in a stretched position for a sustained period of time until muscle releases.

WHAT'S THE BEST TIME TO STRETCH?

Any time, however, morning after a hot shower or at the end of the day, right before bed, is best.

THE EGOSCUE METHOD

“Egoscue is a process which involves a series of stretches and gentle egoscue-cises (“e-cises”) designed specifically for each client. This process strengthens specific muscles and brings the body back to its proper alignment and functioning the way it was designed—pain free.”

TIPS/INSTRUCTIONS

- Follow your menu in the **exact order** the exercises are listed, **starting with #1**.
- Don't pick and choose among E-cises. Do all of them in order. The **order and sequence** is what makes your custom Egoscue exercise program so effective. Every exercise is effective individually, but the order and sequence is what gives you optimal results.
- Honor the body's bilateral design by repeating the E-cises equally on both sides.
- Stop if any of the E-cises causes pain. Let the doctor know and a new E-cise will be prescribed in place of the old one.
- Your Egoscue exercises should make you feel less pain, better posture and improved movement and mobility after each menu. If you don't notice this type of improvement, your menu may need tweaking. Take notes on which E-cises make you feel better and which cause soreness or no improvement. Bring them in and the doctor will alter your menu until you feel maximum improvement.

THE “5 BEST RUNNING STRETCHES”

1. Downward dog
2. Runners stretch
3. Spread foot forward
4. Kneeling groin twist
5. Modified IT band stretch

MUSCLE SORENESS

- Epsom salt baths
- Massage
- The Stick
- Egoscue E-cises
- Supergreens
- Alkaline water- ie. Water will lemon

INSTRUCTIONS FOR YOUR HOME EGOSCUE EXERCISE PROGRAM

GENERAL INSTRUCTIONS

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COMMON QUESTIONS

What if I can't do the number of repetitions or hold time of the exercises that are prescribed?

Don't worry. With time, they get easier. Don't force a movement or position to match an E-cise picture if your body can't perform that E-cise. As your body becomes more functional, and your posture improves, you'll be able to do each of your E-cises equally and without a great deal of effort. In fact, that's an indication that you are becoming more functional and improving.

How long will my E-cises take to complete each day?

Typical menus take about 20 minutes with some slightly longer (30 -40 minutes) and some shorter (15 minutes). The more complicated your posture imbalances are, the longer your menus will be. As your posture improves, new menus will be shorter. Keep a slow, steady pace and don't rush through them.

How often should I do my E-cises?

For optimal results, do your e-cises daily- even twice a day if you're really want to improve your posture and decrease your pain quickly. If you miss a day or two, don't worry. Miss three or more— worry! Your body requires consistent stimulus and demand on your muscles if you want to change abnormal postural patterns. Just like going to the gym or dieting, you need to maintain consistency. This may be your most important instruction!

Do I need special equipment?

No. Your Egoscue menu can be done using couch pillows, chairs, a wood cutting board and phone book, and a simple yoga strap...that's it. However, if you want a custom Egoscue Home Exercise Kit, we have them pre-made and for sale in our Pro Shop if you want to simplify the process and use the actual equipment we use in the office. The price of the Home Kits are only \$50 or you can buy individual pieces as you need them.

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Running Stretches 's Daily Menu

prepared on: Tue, Oct 18, '11

prepared by: Dr. Chris Donofri, D.C.

#	Sets	Reps	Duration	ECise
1	1	1	0:01:00	Downward Dog
2	1	1	0:01:00	Runners Stretch
3	4	1	0:00:30	Spread Foot Forward Bend
4	1	1	00:01:00	Kneeling Groin Twist
5	1	1	00:01:00	Modified IT Band Stretch



1

Downward Dog

prepared for Running Stretches



Hold this eCise for 01 min.

Instructions:

1. Start on your hands and knees
 - Hands directly below your shoulders, knees inline with your hips
2. Pull your toes under to grip and proceed to lift your knees off the floor into the piked position
 - Your knees should now be straight
 - Your goal is to pull your upper body through your arms toward the floor
 - Your heels do not have to be on the floor (though this is the goal)
3. Concentrate on trying to roll your hips forward to place an arch in your low back
4. Tighten your thighs and hold as directed on your menu

Notes:

- The main keys for this exercise are to keep your knees locked in extension and place the arch in your low back

Purpose:

This exercise engages the extensor muscles of the body from head to toe.

2

Runners Stretch

prepared for Running Stretches



Hold this eCise for 01 min.

Instructions:

1. Kneel on the floor and place the back of your left heel to the front of the right knee
 - Be sure that you are up on the toes of your right foot, with bottom of the foot pointing behind you
 - Keep the left foot, right knee and right foot in line with each other
2. Stand up and bend over while rolling your hips back to place an arch into your lower back
 - The heel of your right foot should now be on the floor
3. Tighten your thighs while relaxing your upper body
 - Keep your weight on the inside of each foot and keep your lower back arched
4. Hold as directed on your menu
5. Switch sides and repeat

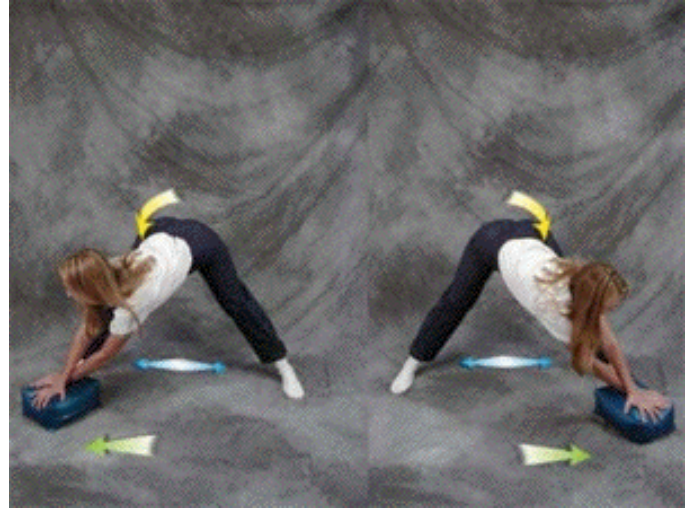
Purpose:

This exercise is designed to isolate the hamstrings under bilateral pelvic demand to promote coordination with the hip

3

Spread Foot Forward Bend

prepared for Running Stretches



Do 4 times. Hold each eCise for 00 min. 30 sec.

Instructions:

1. Stand with your legs spread wide, feet pointing straight ahead
2. Bend over forward and as you do, tilt your hips forward to help you bend
 - Keep an arch in your low back throughout the e-cise
 - Your hips should remain level; do not allow one to lift higher than the other
 - Remember to keep your feet pointing straight ahead
3. Position 1: this is the beginning forward position. Hold as directed
4. Position 2: reach over to your left foot and hold
5. Position 3: reach over to your right foot and hold
6. Position 4: return to the beginning forward position and hold

Purpose:

This exercise stretches the adductors and hamstrings from a stable pelvic position promoting proper lumbar function

4

Kneeling Groin Twist

prepared for Running Stretches



Hold this eCise for 01 min.

Instructions:

1. From a kneeling position place your right foot out in front of you with the right knee bent
 - Your right leg is now bent at a ninety degree angle
 - The sole of your right foot is flat on the floor
 - The top of your left foot is on the ground
2. Put your right hand on your low back with thumb pointing up, palm out
3. Reach across the body with the left arm placing your forearm on the outside of the right leg near the knee
 - The fingers of your left hand will be pointed toward the floor
4. Lunge forward, keeping your back straight and shoulders back
 - You should feel most of your weight on your front (right) leg as you lunge forward
 - Your left shoulder should be turning toward the right leg
 - Your head should turn with your torso so you will be facing right
5. Hold position as directed on your menu
6. Switch leg positions and repeat to the left side



5

Modified IT Band Stretch

prepared for Running Stretches



Hold this eCise for 01 min.

Instructions:

1. Lie on your back with your knees bent and your feet in line with your hips pointed straight ahead
2. Place your arms out to the sides, palms up
3. Cross your right leg over your left leg, so your right foot is close to the floor
4. Rotate your legs to the right while rotating your head to the left
 - Your right hip should remain on the floor
 - Relax your shoulders and allow the right leg to pull the left leg down to increase the stretch
5. Hold as directed on your menu
6. Switch sides and repeat



PRE RUN SMOOTHIE (When: 1 hour or less before run)

(combine ingredients in this order)

1 cup of organic grape juice (red or white)

¼ cup of raw almonds

1 ½ cups of mixed frozen fruit (Costco)



Optional: few leafs of raw spinach or kale to improve alkalinity

Purpose: pre run smoothies are great to increase fat storage and glycogen loading. Glycogen (mixed fruit and grape juice) is burned as fuel by the body first and then uses it's stores of fat (almonds) next. That means you can run longer without gels or other high sugar fuel. This will also reduce cramping during your runs.

POST RUN SMOOTHIE (When: within 1 hour after run)

(combine ingredients in this order)

1 cup of organic grape juice (red or white)

1 ½ cups of mixed frozen berries (Costco)

1 scoop vanilla Plant Fusion protein powder or other clean protein powder

Optional: 1 scoop of Green Vibrance powder

Purpose: A 4:1 ratio of carbs to protein is the optimal ratio for glycogen replacement and muscle tissue repair. This decreases post run soreness and improves your recovery time so you can train more. Also, berries have been proven on university studies to improve and repair your cardiovascular system.

Your New Rules For Eating For Performance



- Start your day with fresh juices, vegetables, soups, low acid fruits, and light alkalizing foods.
- Properly combine your foods for maximum nourishment and optimal digestion
- Eat smaller portions at each meal to maximize energy and minimize stress on your body
- Consume only quality oils like olive oil, fish and flax seed oils



More Rules...

- Eat organic whenever possible
- Don't drink during meals
- Eat quality whole foods vs processed foods whenever possible
- Eat more often
- Don't eat when you are stressed
- Eat slowly and enjoy

