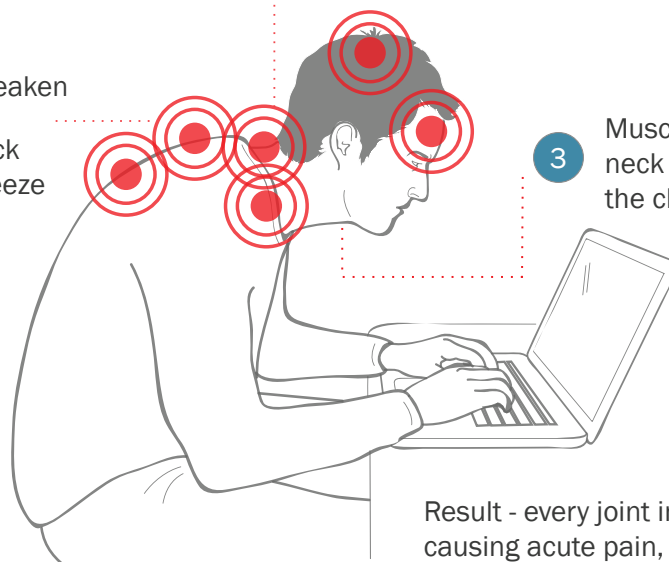


The iHunch analysed

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- 1 Middle/lower back support muscles weaken
 - 2 Overworked muscles down the back of the neck strengthen, strain, scar and shorten
 - 3 Muscles around the front of the neck work less and weaken, so the chin pokes out
 - 5 Hunched upper back joints eventually freeze

Result - every joint in the neck gets compressed, causing acute pain, headache, joint locking, nipping of nerves, and/or pain down the arm(s).

The logical response: a simple home programme plus the Backpod.

- 1 One home exercise to strengthen the support muscles of the middle back (middle and lower trapezius, rhomboids etc.) - takes 4 - 5 minutes.
- 2 Two simple home massages for upper trapezius muscle scarring.
- 3 One home exercise to strengthen the muscles which keep the chin held in (longus coli and other deep neck flexors) - takes 1 - 2 minutes.
- 4 Very simple posture instruction using the strengthened muscles.
- 5 Use the Backpod to stretch out the very tough, tightened collagen around a hunched thoracic spine. This is essential because otherwise it will just freeze up the joints again, even if they've been unlocked. Collagen responds best to a strong specific sustained passive stretch - which is exactly what the Backpod provides. No hands-on treatment (including chiropractic manipulation) does this, so therapist results are often only short-lived. The Backpod allows a lasting improvement.

It's this collection that works. Most treatment approaches cover only one aspect. The Backpod and its programme will aid and augment all therapeutic treatment approaches. The simple minimalist programme is in the Backpod's 32-page user guide and is also available free to all as videos on the Backpod website

www.backpod.co.nz