



# WELCOME TO THE RAD LIFE

YOUR INTRODUCTORY GUIDE TO SELF MYOFASCIAL RELEASE



## WHAT IS SMR?

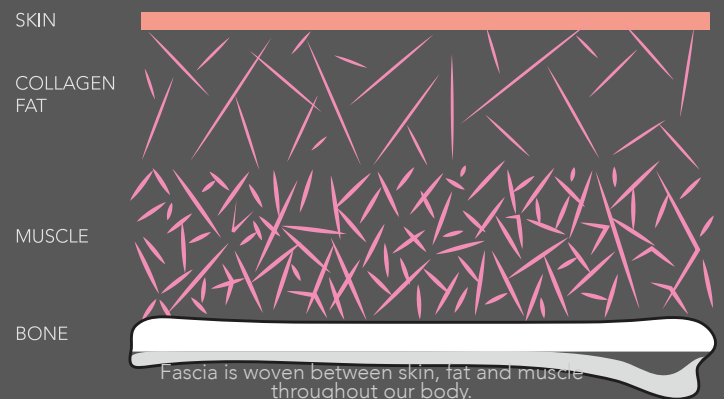
Self Myofascial Release (**SMR**), commonly referred to as foam rolling, is a soft tissue therapy for releasing tension in fascia that restricts movement in our bodies.

### FASCIA

Fascia is a general term for the continuous stream of fibrous tissue throughout the body that gives muscles their shape, connects muscles to other muscles and bone, and generally holds everything in place on your skeleton.

### HOW SMR WORKS

Through techniques like compression and shearing we are able to stimulate small receptors in our body that help muscle and tissue relax and lengthen. Longer muscles and less tension lead to all kinds of good things like less compression of joints, wider range of motion and increased mobility.



Fascia is woven between skin, fat and muscle throughout our body.

## WHY ROLL/BENEFITS



### STRETCH IT OUT

Stimulate and open muscles to make your stretching more effective.



### REDUCE SORENESS

Rolling clears the after-effects of exercise by pumping nutrition into the muscle and moving waste products out.



### KEEP JOINTS ALIGNED

An upright and aligned body is best suited to handle the stresses of gravity and is a great home to live in!



### REDUCE CHANCES OF INJURY

Your tires wear unevenly if your car's alignment is off, same for your ankles, knees, hips, back and shoulders!



### DETOX YOUR BODY

2/3 of your body is water and muscles act as pumps, moving fluid through the body. Tight muscles aren't effective pumps; keeping fascia loose increases flushing and 'cleaning' in the body.



### STAY LOOSE

Improve adaptability so your body is capable of responding to the demands of your lifestyle. Willow trees bend with the wind, but the stiffest trees are the most easily cracked.

## RAD TEAMS UP WITH YOGA MEDICINE

With decades of research now showing the importance of connective tissue hydration and elasticity, this ball is designed to help you optimize tissue integrity whether you're a professional athlete, yogi, professional sitter or all three. Like our other products this surface provides the perfect tissue grip while this new softer, larger ball has a broader contact surface perfect for tissue recovery, mobility and pain.

Founder of Yoga Medicine, Tiffany Cruikshank, designed this ball out of her need for a better tool to work with her professional athlete clients and her medical patients. She created the softer surface to be used as a more therapeutic recovery tool for athletes & people looking for help with tissue hydration, circulation, mobility and nervous system resilience as well as an effective tool for those with more significant pain.

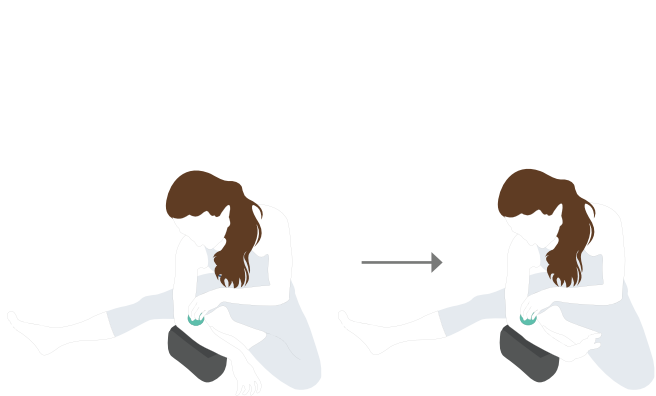
As we learn more about connective tissue health and pain science we are beginning to see just how important the fascia, a type of connective tissue, is to how we move, breath and experience our lives. Research is pointing to the fact that our no pain no gain mentality, when it comes to bodywork, may not be the most beneficial approach for pain, resilience and injury prevention. In a world where we tend to think more is better, the scientific community is discovering that when it comes to the tissue health, recovery and integrity of the fascia, less is actually more. New pain science information reveals that less is often more when working with pain. If you're looking for better tissue recovery, maintaining or increasing mobility or working with pain or soreness we believe you'll feel the difference by working with rather than against your body with our new recovery roller.



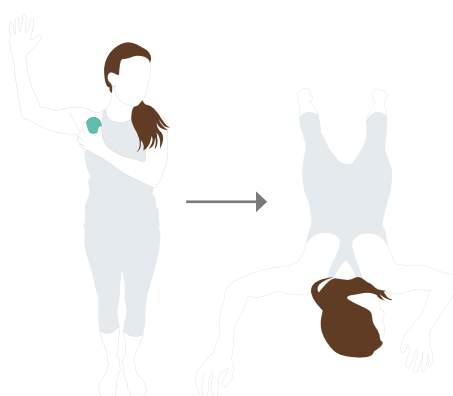
# RECOVERY ROUNDS

## WHERE YOGA MEDICINE MEETS RAD

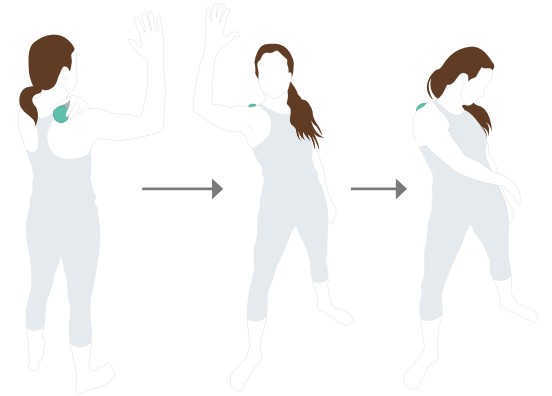
Is it possible to combine meditative massage with righteously RAD bodywork? The answer is yes, and these Recovery Rounds are the undeniable proof. The masters at Yoga Medicine wanted to create a softer round that would help awaken your muscles and fascia through a gentler touch. We wanted to round out our line (see what we did there?) with a versatile, less aggressive tool. Together, we made muscle-mobilizing magic.



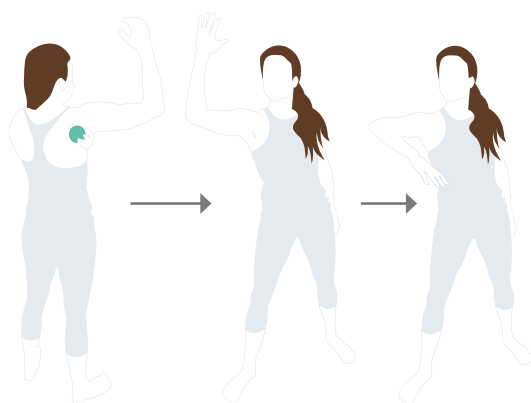
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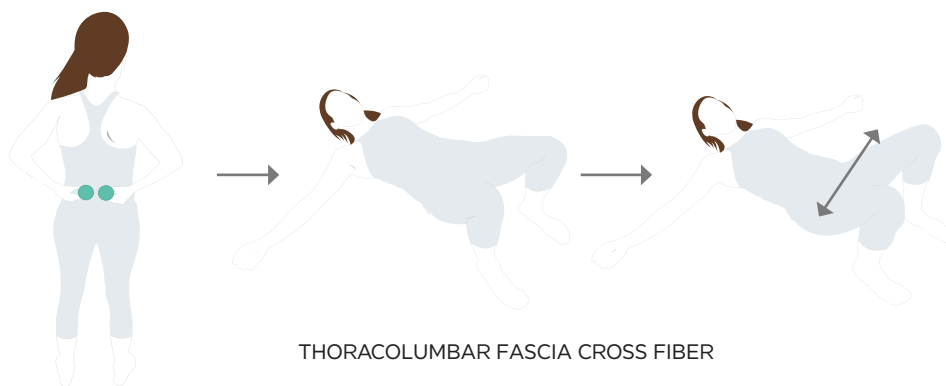
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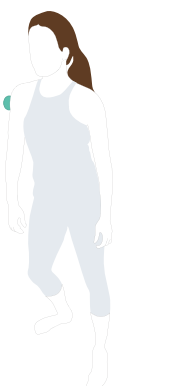
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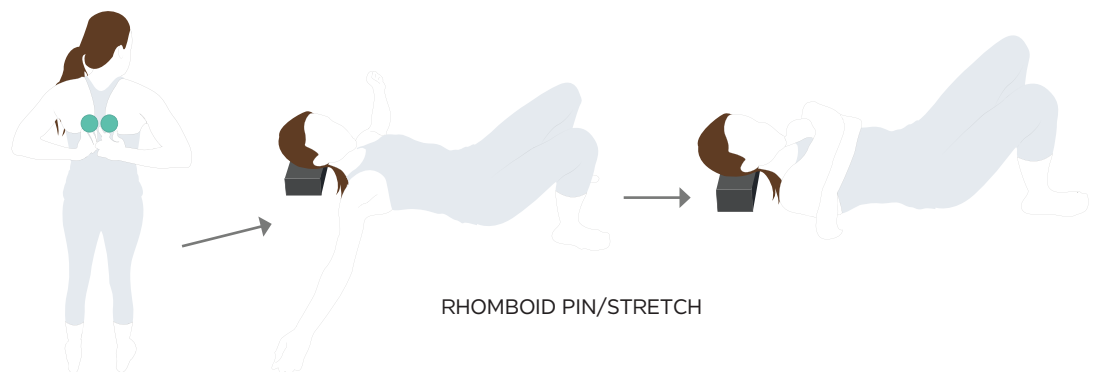
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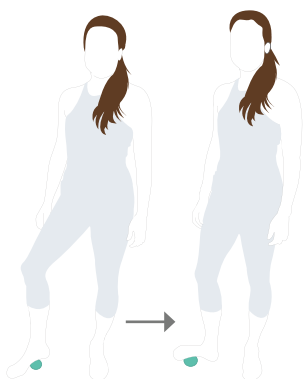
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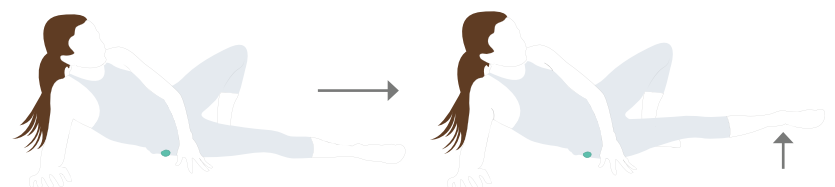
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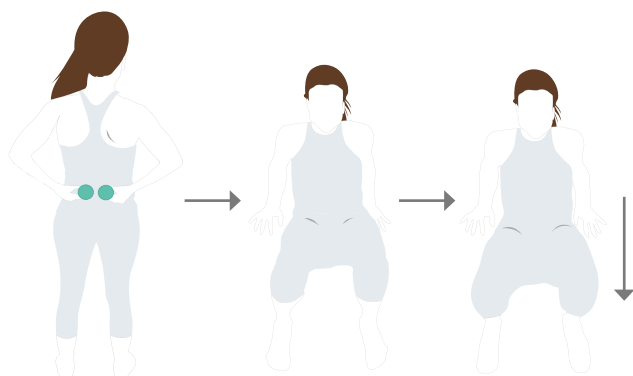
ROLL FOOT



TFL COMPRESSION



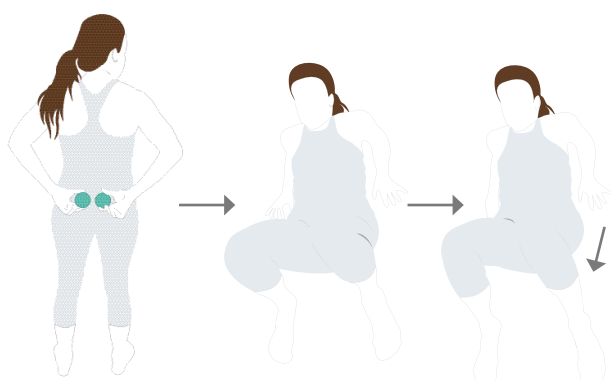
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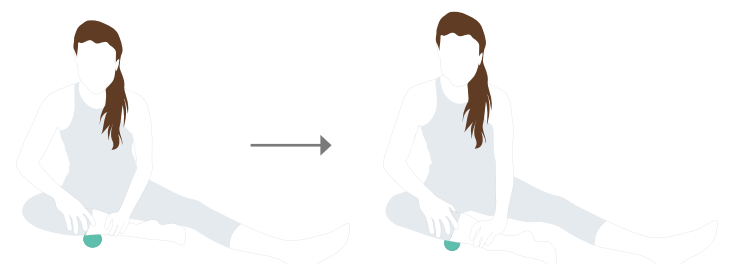
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ROLL SACRAL MULTIFIDUS



CROSS FIBER PERONEALS