

AN INTRODUCTION TO



**BACK
NODGER**

THE INSTANT RELIEF SELF MASSAGER

WHAT IS BACK NODGER?

Deep-tissue self massager that instantly releases tight knots that are out of reach with your own hands.



The Perfect Solution for:

- Tense Shoulders
- Stiff Necks
- Sore Backs



THE SECRET OF SPORTS PROFESSIONALS



BEHIND THE BRAND

**Back Nodger is your buddy to help you
'take a pop' at aches and pains!**

Few people live active enough lives, resulting in more pain. No-one likes being in pain and no-one likes to think of themselves as a patient...

...Back Nodger is there to help make body management an easy lifestyle choice, not a burden.



WHO WILL BENEFIT?

Knots (a.k.a. Trigger Points) sound simple but they're a pain in the neck!
Knots are the most common cause of headaches, neck & back pain.

They sit in tight bands of fibres, like a lump of tangled string, that sticks together and pulls on the surrounding muscles, ligaments and nerves.



In a nutshell everyone gets knots!

And most will know where they carry their tension... We are all different.

31,000,000 Americans have back pain at any given time!!!

Some are more susceptible than others, but knots are very common...

...OVER 75% knots occur out of reach!



COMPUTER HUNCHERS



AND FULL TIME MOMS



1 in 3 new mums get neck or back pain in the first **6 months**

75% pregnant women claim to suffer from back pain at some point during pregnancy

40% MUMS

experience **10 days** of neck ache each month



Mothers can lift their pre-school children up to 40 times daily

Back pain is more prevalent in women

AGED 35>55

#2 CAUSE OF BACK PAIN

THAT'S 1 TONNE OF LIFTING PER DAY!

UNIQUELY DESIGNED WITH EXPERTS TO EFFECTIVELY RELEASE KNOTS



The Locator Spot (The Nodge Head)

Uniquely shaped to get right into the centre of a knot with direct pressure.

Reinforced Curved Steel Frame

Can apply up to 75kg of pressure to target stubborn knots that are out of reach

Comfort Grip Non Slip Handle

For completely controlled pressure

The Nodge Tail

For direct application into larger muscles within reach

HOW TO NODGE YOUR KNOTS

It should feel like someone's thumb pressing deep into a tender spot.
When it feels good, you're doing it right...

1. Hold the Nodger with 2 hands
2. Position the Nodge Spot on your knot
3. Arms Down, Elbows in... Relax
4. Push the Handle away from you so it goes in nice and deep
5. Hold for about 10 seconds (wiggling feels good)
6. Keep Nodging for as long as you want



IT'S AN ADDICTIVE SOLUTION

Back Nodger is perfect for anyone with niggling knots

- Completely safe and intuitive to use
- It can be used anywhere on the body
- It is discreet and lightweight to use in public
- Requires no professional instruction
- Provides immediate relief from tension

The pressure you apply is fully controllable and in your own hands.

...And if it feels good, you're doing it right!



EASY TO USE, ANYWHERE



At the Gym



At Work



At Home



WHY IT WORKS?

Intense deep pressure will relax knots...

When you press deep into a knot you create a muscle reflex controlled by your nerve fibres.

When pressure is released, the body rushes oxygenated blood to the area to improve the circulation. This in turn stops the muscle from contracting and releases the tension.

Physiotherapists and Sports Masseurs call it *Trigger Point Release* - it's used all over the world.

It originates in Shiatsu massage and has been used for centuries to correct posture and release tight muscles that carry tension.

NOW RECOMMENDED AND USED BY TOP PROFESSIONALS



I love the Back Nodger. It really works and is so easy to use to release all the knots we get from doing everyday activities like sitting at a desk, looking after children or exercise

Paula Coates
Physio, Clinical Lecturer & Back Specialist



This is the first time I've stood up straight in years. If only I'd discovered Back Nodger earlier in my career, I'd have avoided lots of injuries!

Rory Lawson
Scottish International Rugby Player



As a registered Osteopath, this is a fantastic addition to the range of tools available to me in the clinic and in putting safe, effective treatment in the hands of the patient.

Andrew Bellamy
Owner - Shoulder Centric
Osteopath & MMA trainer

The changes to your posture during and after pregnancy can bring about lots of pains. Back Nodger is a great way of releasing tension in all those tired, overworked muscles

Jonathan Daniel
Owner, Fitback & Bumps Physiotherapy



I am so impressed with this and have been recommending it to my clients to help alleviate any aches or pains following our sessions. I also use it in between sessions to iron out knots

Neil Johnson
Senior Trainer, Chelsea FC



As a sports-physiotherapist working with some of the world's top tennis players, I find Back Nodger great for releasing over-worked shoulders and tight zones in the spine

Stefan Duell
ATP On-Court & Davis Cup Team Physio



AND PRESS LOVE IT...

Men'sHealth

My Weekly

THE  INDEPENDENT

MailOnline

woman

...a brilliant self massager that helps to release muscle tension and pain in your shoulders, neck and back. Once tried, you'll be addicted – its simple, but seriously good!
Women & Home Magazine

Women'sHealth

THE Sun

COSMOPOLITAN

itv

woman&home

DAILY EXPRESS
CRUSADING FOR A FAIRER BRITAIN