#### AN INTRODUCTION TO



### WHAT IS BACK NODGER?



## 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.

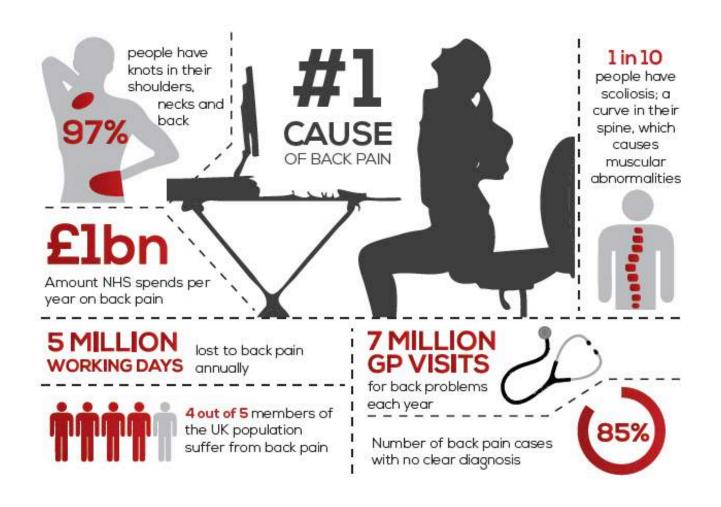
31,000,000 Americans have back pain at any given time!!!

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

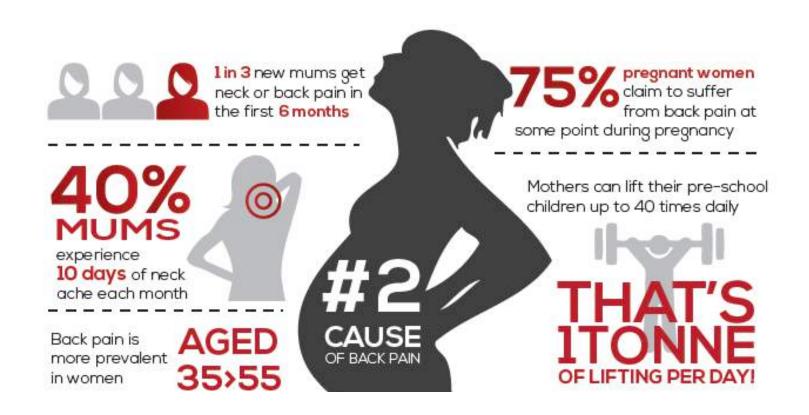
...OVER 75% knots occur out of reach!



## **COMPUTER HUNCHERS**



## AND FULL TIME MOMS



# 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...

- I. 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?





## 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 iniuries!

Rory Lawson Scottish International Rugby Player

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





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

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's Health**









...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











