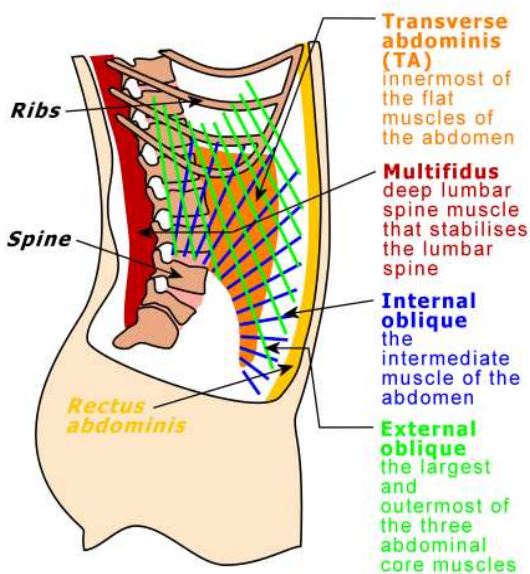


Core Muscle Activation and Strength Soles®

In many gyms these days, core strength is a hot topic keenly spoken about by fitness enthusiasts. While professional sportspeople have focused on core strength for many years, the benefits are now only being communicated to the rest of us.

So what is core strength?

The core muscles refer to the muscles deep within the abdominal region and back, attaching to the spine or pelvis. They provide support and stability around the midsection. Some of the critical core muscles include:



Whether you're playing golf, tennis, lifting weights or lifting the shopping out of your car, these 'core' muscles help protect your spine and keep your body stable and balanced.

Having strong and good functioning core muscles will help you:

- Increase intra-abdominal pressure which increases stability of spinal discs and ligaments
- Improve posture
- Improve limb strength enabling greater force when playing sport
- Improve balance and reactions to challenges to balance
- Reduce likelihood of back injury as protective muscle responses are heightened

How do I exercise my core muscles?

Doing sit ups will not strengthen your core muscles although you may have a great six pack. In order to strengthen your core muscles, try the following:

- Pilates / Yoga classes / Tai Chi – Pilates is a method of balanced, total body conditioning centred on training the core muscles
- Stability balls (Fit / Swiss Balls) - challenge balance and stability

- Strength Soles

What are Strength Soles?

Backassist Technologies have developed a simple, unique and inexpensive way for people on their feet to automatically 'switch on' these important spinal stabilising (core) muscles through the use of an innersole called Strength Soles.

How do Strength Soles work?

Once cut to fit, the Strength Soles are placed into shoes which are worn regularly i.e. when standing at work or home. Although difficult to actually feel, the Strength Soles are slightly angled. This triggers the body to protect itself as it believes it is no longer standing on a flat surface. As a result the muscles around the spine are "switched on" in preparation for maintaining balance and an upright posture when moving and standing. This increases stability in the spinal structure (discs, ligaments, joints, nerves, etc) and over time strengthens the muscles around the spine.

Strength Soles are a complimentary product to Pilates and stability balls as they enhance the activation of the core muscles strengthened during these specific exercises.

The innersoles also allow you to strengthen your core muscles in a more natural and practical environment rather than on your back with knees bent as is the traditional way of initially teaching TA strengthening exercises.

People most likely to benefit from Strength Soles:

- Those who work on their feet and who are required to complete bending, lifting or twisting like movements as part of their duties for example nurses, waiters, factory workers, tradesmen and allied health practitioners
- The elderly with balance problems who have good proprioception in their feet
- People with weakened spinal stabilising muscles i.e. post injury, who have been advised to strengthen this group of muscles by their health practitioner to prevent and/or reduce chronic low back pain e.g. worn in conjunction with Pilates classes etc.
- Sportspeople who are looking for increased power and stability when competing e.g. golf, tennis, football etc.

So whether you are someone with a sore back from leaning over in your day to day activities, a sports person looking for greater strength, have poor posture or balance or simply want to improve your overall strength from the inside, out, you may benefit from adding Core Strengthening activities or shoe inserts such as the Strength Soles to your routine.