



WE'VE GOT YOUR

BACK

BACK PAINS? LOOKING MORE
HUNCHBACK THAN QUARTER-BACK?
ACT NOW, BEFORE IT'S TOO LATE!

**REMEMBER WHEN BAD BACKS ONLY SEEMED TO AFFLICT OLD PEOPLE?
WELL, AS A NATION WE'RE NOW SLOUCHING MORE THAN EVER.
WHETHER WE'RE WATCHING TELEVISION OR AT WORK, WE'RE FINDING
MORE BAD POSITIONS THAN CRYSTAL PALACE'S DEFENCE. THE BAD
NEWS IS IT'S HARD TO GET THE PERFECT POSTURE, THE BETTER NEWS
IS THERE ARE THINGS YOU CAN DO.**

“Your posture reflects how your body has adapted to the life you are living,” explains Dr Paula Moore, author of *The Posture Doctor* and who holds three degrees and a fellowship in the physics of posture correction. “Your current posture is the result of the total amount of physical stress (accidents and fitness levels), chemical stress (pollution, food choices, household products) and emotional stress in your life.

“No one actually has perfect posture because perfect is only an ideal. Today’s desk-based lifestyle makes normal posture the exception but not the rule. The position of your body (your posture) affects the position of your spine. When posture strays from the acceptable range of normal, then uneven loads exert force on your body tissues and this can lead to pain, muscle strain, arthritis and ill-health.”



HERE ARE PAULA'S THREE TOP TIPS FOR A BETTER BACK:



DETOX YOUR LIFE

"It's that time of year for a de-clutter. Clean out the physical, chemical and emotional stress from your life. Change that light bulb, deal with the piles, stop seeing that grumpy friend and change over to some chemical-free products for your home."



DON'T GO IT ALONE

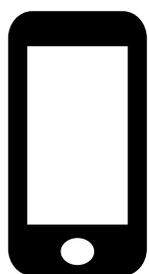
"Ask for help! See your doctor, personal trainer or chiropractor and request a posture analysis. You can't start to make changes if you don't know what is wrong."



SIT UP STRAIGHT

"Your mother was right! Don't throw your shoulders back – think more about lengthening your spine and imagine a huge balloon anchored to your breast bone and gently lifting, giving you an extra inch of height."

PRESS
V



BACK KNACK? THERE'S AN APP FOR THAT!

Check out Paula's book
THE POSTURE DOCTOR

Or visit
WWW.POSTUREVIDEOS.COM

You can follow her on twitter:
@THATPAULAMOORE