



# WELCOME TO THE RAD LIFE

YOUR INTRODUCTORY GUIDE TO SELF MYOFASCIAL RELEASE



## WHAT IS SMR?

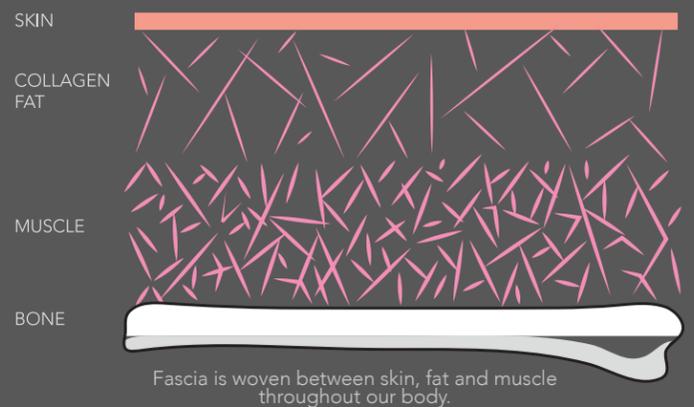
Self Myofascial Release (**SMR**), commonly referred to as foam rolling, is a soft tissue therapy for releasing tension in fascia that restricts movement in our bodies.

### 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.

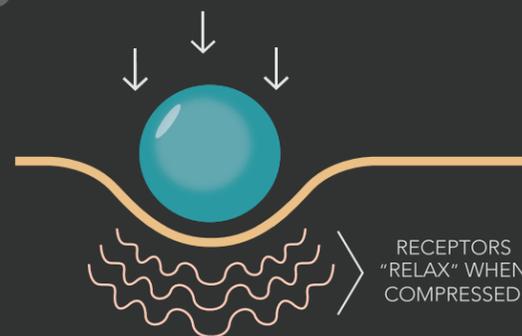
### HOW SMR WORKS

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.



## TECHNIQUES

MIX AND MATCH FOR A MINIMUM OF 10 MINUTES PER DAY.



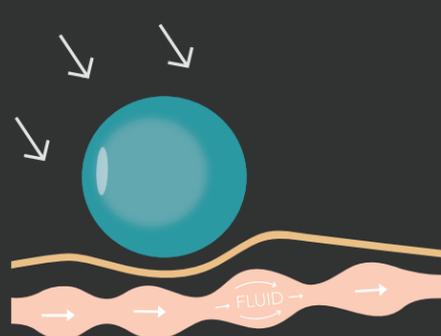
### COMPRESSION/POINT RELEASE

**WHAT** Corrective

**HOW** Oscillate slowly on a spot

**WHEN** Morning, evening, post-workout, post-travel, during lunch break

**TIME** 10 breathe cycles (2 minutes)



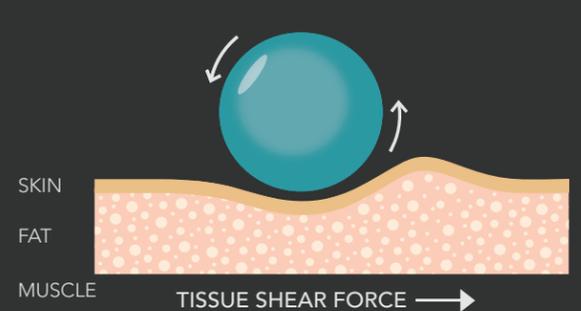
### FLUSHING

**WHAT** Repair and recovery

**HOW** Lengthwise along a muscle

**WHEN** Pre and post workout or physical activity, when feeling stiff

**TIME** 20 movements



### SHEARING

**WHAT** Corrective

**HOW** Press and pull or twist tissue

**WHEN** Supplement physical therapy, pre workout or physical activity

**TIME** 10 breathe cycles (2 minutes)

## 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 VS. FOAM ROLLERS

What's the difference between foam rollers and RAD products? Impeccable design. Our tools were crafted around the curves and structures of your anatomy to achieve the most effective SMR experience possible. You're only as good as your tools, and we've set your body up for success.

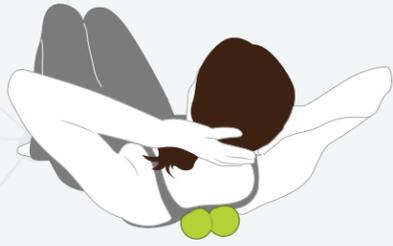


# RAD ROLLER

## THE EVERYWHERE MASSAGE TOOL

The RAD Roller is designed to create functional point release all along your spine without putting painful pressure on the spine itself. Plus, this innovative tool can roll lengthwise and across essentially every muscle group in the body, breaking through restrictions in three dimensions as it goes. We're talking calves, hip joints, IT bands, glutes, arms, feet, under the shoulder and deep tissue in the neck and back. Comes in 3 densities: Soft, Original and Firm.

### NECK + UPPER BACK



MUSCLE: THORACIC SPINE  
TECHNIQUE: COMPRESSION

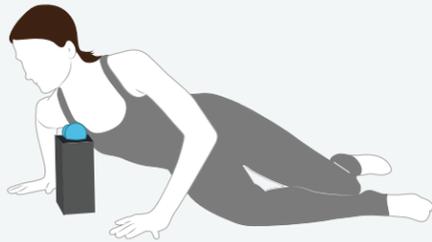


MUSCLE: THORACIC SPINE  
TECHNIQUE: COMPRESSION



MUSCLE: NECK  
TECHNIQUE: COMPRESSION

### SHOULDERS + ARMS



MUSCLE: PECS  
TECHNIQUE: COMPRESSION



MUSCLE: TRICEP  
TECHNIQUE: COMPRESSION



MUSCLE: PECS  
TECHNIQUE: COMPRESSION



MUSCLE: ROTATOR CUFF  
TECHNIQUE: COMPRESSION



MUSCLE: TRICEP  
TECHNIQUE: COMPRESSION

### HIPS + LEGS



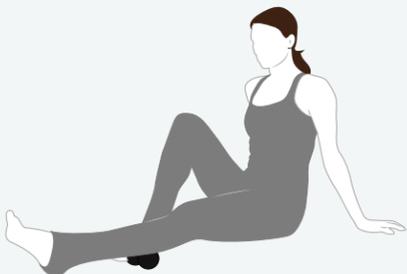
MUSCLE: UPPER QUAD  
TECHNIQUE: COMPRESSION



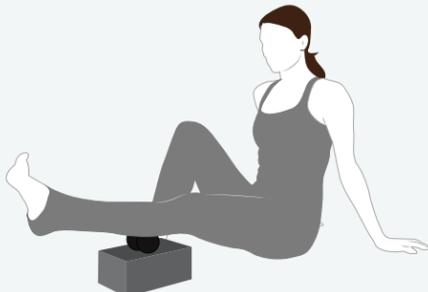
MUSCLE: GLUTES  
TECHNIQUE: COMPRESSION



MUSCLE: FEET  
TECHNIQUE: COMPRESSION



MUSCLE: CALVES  
TECHNIQUE: COMPRESSION



MUSCLE: CALVES  
TECHNIQUE: COMPRESSION



MUSCLE: LOWER QUAD  
TECHNIQUE: COMPRESSION



MUSCLE: CALVES WITH BUDDY  
TECHNIQUE: COMPRESSION



MUSCLE: PERONEALS  
TECHNIQUE: COMPRESSION



MUSCLE: HAMSTRINGS  
TECHNIQUE: COMPRESSION



MUSCLE: CALVES  
TECHNIQUE: COMPRESSION