



WELCOME TO THE RAD LIFE

YOUR INTRODUCTORY GUIDE TO SELF MYOFASCIAL RELEASE



WHAT IS SMR?

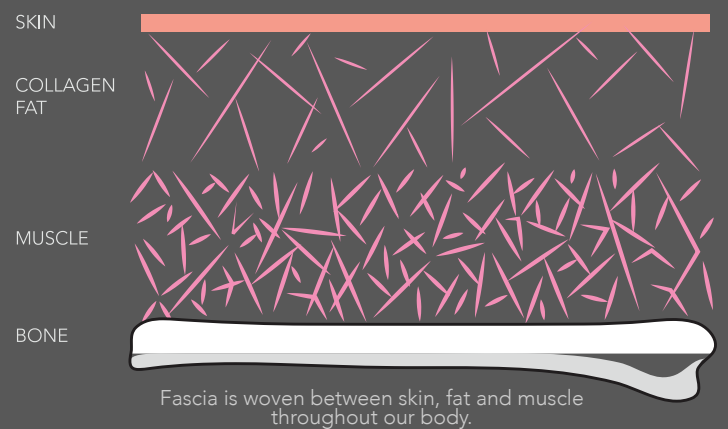
Self Myofascial Release (**SMR**), commonly referred to as foam rolling, is a soft tissue therapy for releasing tension in fascia that restricts movement in our bodies.

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.

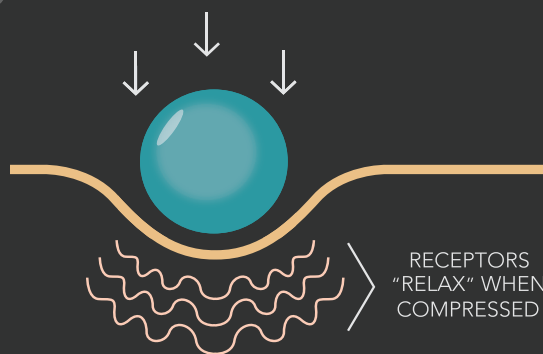
HOW SMR WORKS

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.



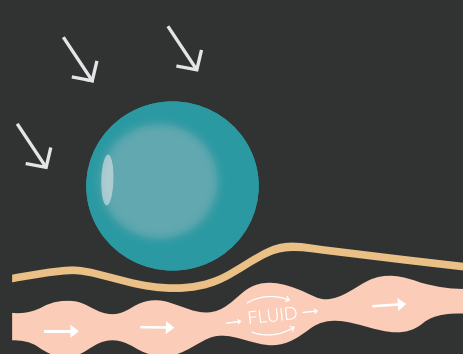
COMPRESSION/POINT RELEASE

WHAT Corrective

HOW Oscillate slowly on a spot

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

TIME 10 breathe cycles (2 minutes)



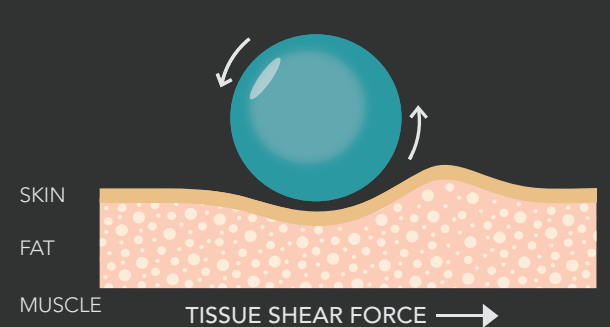
FLUSHING

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.

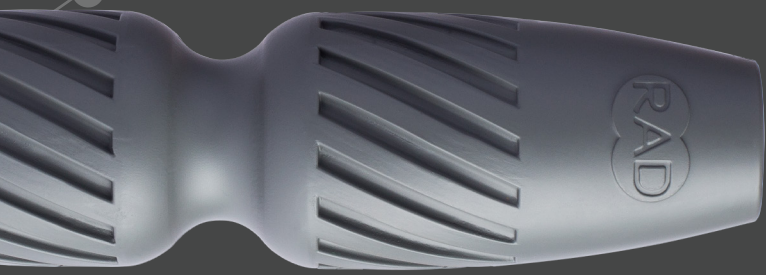


STAY LOOSE

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.

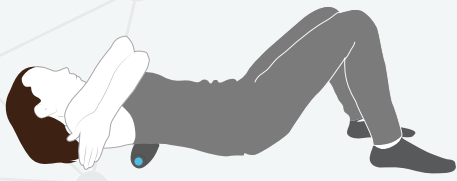


RAD HELIX

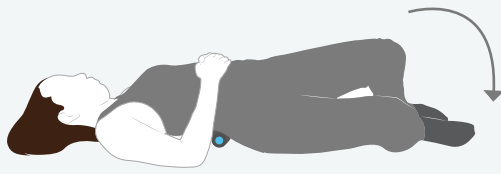
THE ONLY ROLLER INSPIRED BY DNA

The RAD Helix has low back extension and three-dimensional muscular release down to a science. No joke, this baby puts traditional foam rollers to shame. The arched design replicates a double helix, the building blocks of the body. And for good reason too. This anatomical shape is almost human, relentlessly unlocking stiffness on two planes and flushing out toxins to promote healthy, open posture.

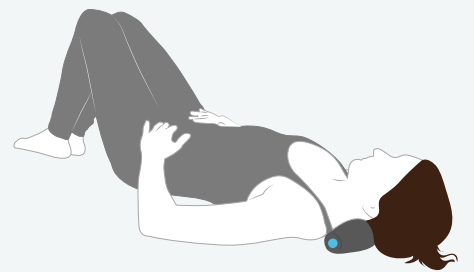
SPINE



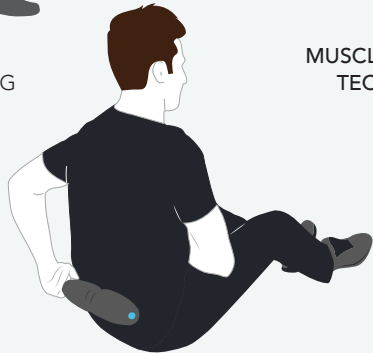
MUSCLE: THORACIC SPINE
TECHNIQUE: COMPRESSION/FLUSHING



MUSCLE: QUADRATUS LUMBORUM
TECHNIQUE: COMPRESSION



MUSCLE: NECK
TECHNIQUE: COMPRESSION

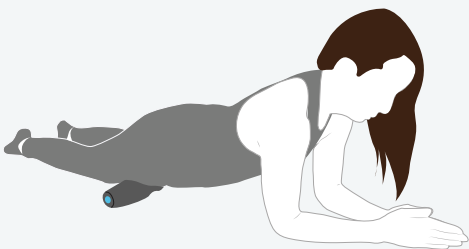


MUSCLE: LOW BACK
TECHNIQUE: COMPRESSION

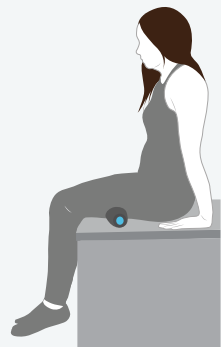


MUSCLE: LOW BACK
TECHNIQUE: COMPRESSION/FLUSHING

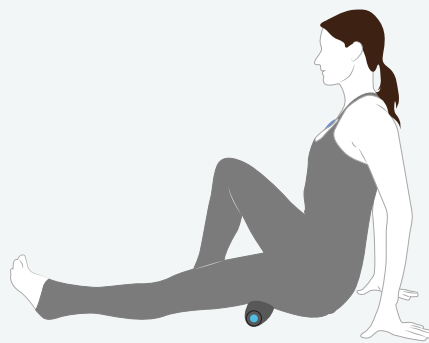
LEGS + HIPS



MUSCLE: QUADS
TECHNIQUE: COMPRESSION/FLUSHING



MUSCLE: HAMSTRING
TECHNIQUE: COMPRESSION/FLUSHING



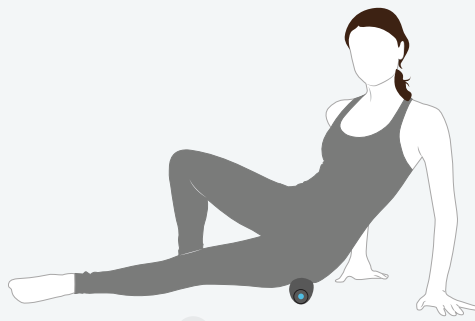
MUSCLE: HAMSTRING
TECHNIQUE: COMPRESSION



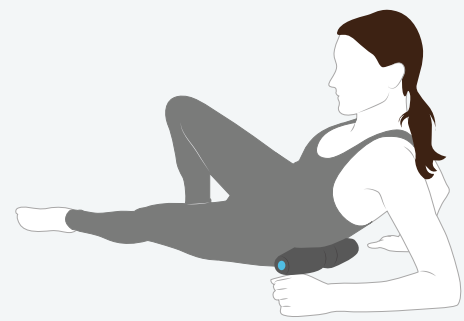
MUSCLE: TIBIALIS ANTERIOR
TECHNIQUE: COMPRESSION



MUSCLE: IT BAND
TECHNIQUE: COMPRESSION

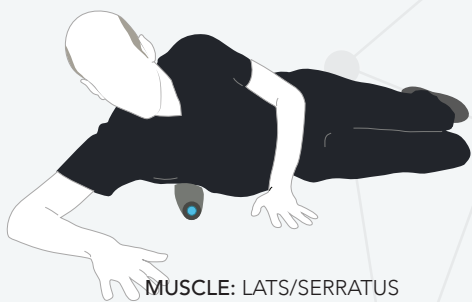


MUSCLE: GLUTES
TECHNIQUE: COMPRESSION

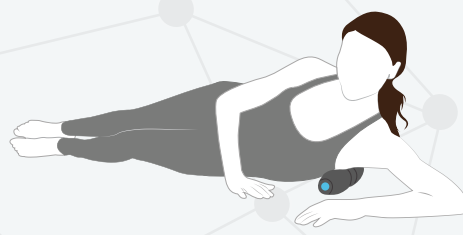


MUSCLE: QUADRATUS LUMBORUM
TECHNIQUE: COMPRESSION

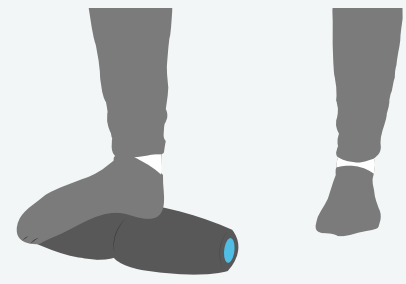
SHOULDERS + FEET



MUSCLE: LATS/SERRATUS ANTERIOR/ROTATOR CUFF
TECHNIQUE: COMPRESSION



MUSCLE: LATS/SERRATUS ANTERIOR/ROTATOR CUFF
TECHNIQUE: COMPRESSION



MUSCLE: FEET
TECHNIQUE: FLUSHING

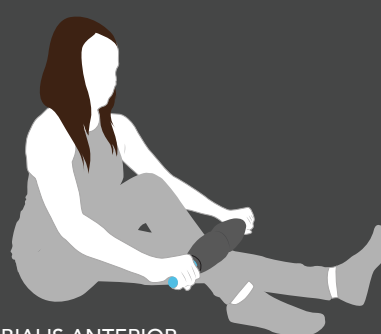
YOU GOTTA TRY THIS

THE RAD HELIX MEETS THE RAD ROD

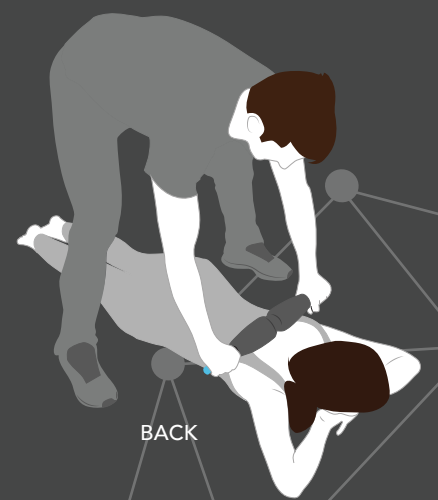
"The Rolling Pin." Try this awesome two-tool move and experience the ultimate in thoughtful RAD product synergy. Simply slide your RAD Rod through your RAD Helix and invite a friend to roll you down and flush out your entire back. You may want to offer to return the favor too. Just saying. (P.S. This is also a great way to keep your two tools together when you travel.)



QUADS



TIBIALIS ANTERIOR



BACK