



# CHILDREN & POSTURE AWARENESS

Bill Schultz, President & Founder

## **Children, very young and very small, know the feeling and importance of balance and being at ease with their body.**

Infants know when it is time to move, to stop sitting and use the body in a different way for a while; they know that the arms and hands work better when the torso is balanced, with the neck up and the shoulders relaxed.

Children don't know the words to explain this but they innately know the feeling of good posture and its importance to their body's health.

**AlignMed's functional apparel** provides biomechanical support, muscle activation and biofeedback built within a comfortable, form-fitting garment recognizes the fundamental importance of a child's posture and why it is an important to have as a tool to fight against the sophistication and entertainment appeal of online media and video games that is creating habits that children's posture have never imagined or been exposed to until modern times.

By the time a child is in middle school, he or she may be well out of touch with natural posture due to thousands of hours sitting in school and in front of monitors where communication is not by human interaction but through various media and social networks.