



# WELCOME TO THE RAD LIFE

YOUR INTRODUCTORY GUIDE TO SELF MYOFASCIAL RELEASE



## WHAT IS SMR?

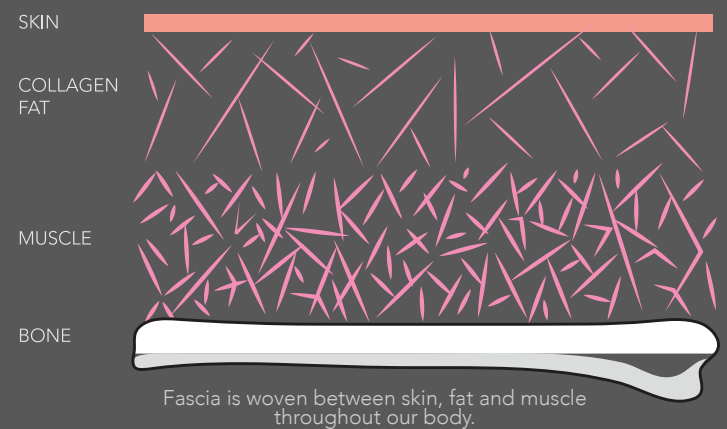
Self Myofascial Release (**SMR**), commonly referred to as foam rolling, is a soft tissue therapy for releasing tension in fascia that restricts movement in our bodies.

### 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

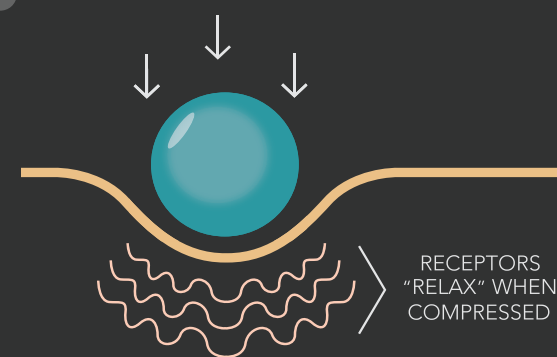
Through techniques like compression and shearing we are able to stimulate small receptors in our body that help muscle and tissue relax and lengthen. Longer muscles and less tension lead to all kinds of good things like less compression of joints, wider range of motion and increased mobility.



Fascia is woven between skin, fat and muscle throughout our body.

## TECHNIQUES

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



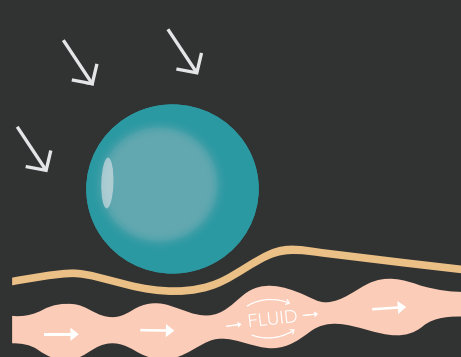
### COMPRESSION/POINT RELEASE

**WHAT** Corrective

**HOW** Oscillate slowly on a spot

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

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



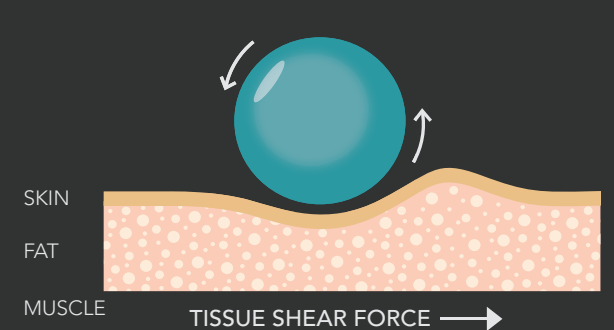
### FLUSHING

**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.



### 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.

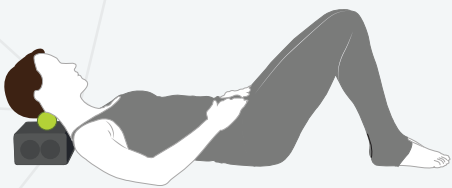


# RAD BLOCK

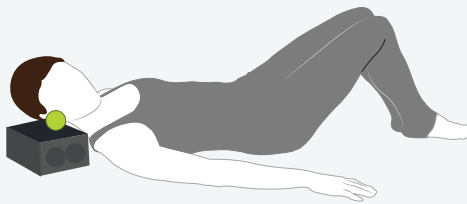
## ELEVATED LEVERAGE AND STORAGE IN ONE

The RAD Block isn't your typical massage or mobility tool. Not by a long shot. This multi-purpose prop kicks things up a notch (make that two) with features that secure and store the RAD Roller and RAD Rounds. Just pop them into the slots for hands-free, isolated pressure in hard-to-reach spots like the shoulders, pecs and adductors. Then slide them into the side storage holes for easy, full-kit travel.

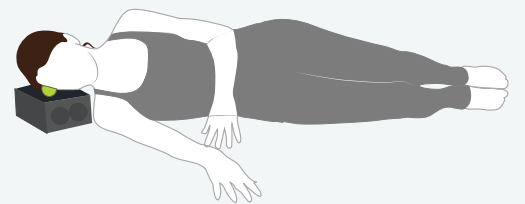
### NECK + HEAD



MUSCLE: UPPER NECK  
TOOL: RAD BLOCK + RAD ROLLER



MUSCLE: JAW  
TOOL: RAD BLOCK + RAD ROLLER



MUSCLE: CRANIUM/TEMPORALIS  
TOOL: RAD BLOCK + RAD ROUND

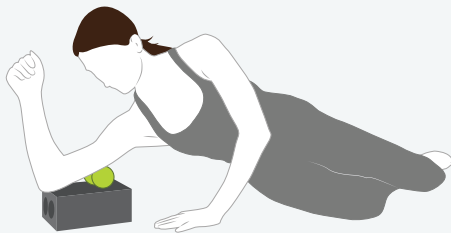
### SHOULDERS + ARMS



MUSCLE: ROTATOR CUFF  
TOOL: RAD BLOCK + RAD ROLLER



MUSCLE: ROTATOR CUFF  
TOOL: RAD BLOCK + RAD ROLLER



MUSCLE: TRICEPS  
TOOL: RAD BLOCK + RAD ROLLER

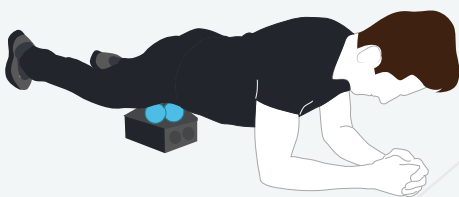


MUSCLE: TRICEPS  
TOOL: RAD BLOCK + RAD ROLLER



MUSCLE: PECS  
TOOL: RAD BLOCK + RAD ROLLER

### HIPS + LEGS



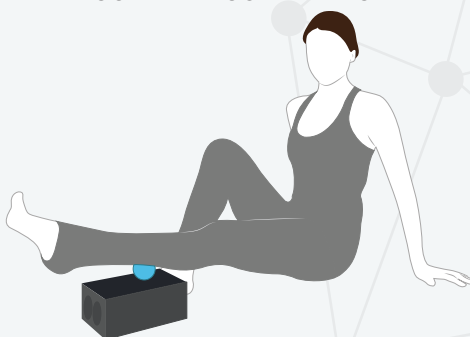
MUSCLE: QUADS  
TOOL: RAD BLOCK + RAD ROLLER



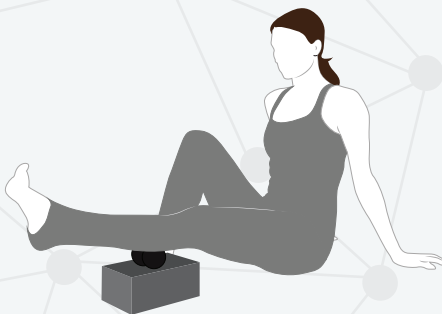
MUSCLE: ADDUCTORS  
TOOL: RAD BLOCK + RAD ROLLER



MUSCLE: CALVES WITH BUDDY  
TOOL: RAD BLOCK + RAD ROLLER



MUSCLE: CALVES  
TOOL: RAD BLOCK + RAD ROUND



MUSCLE: CALVES  
TOOL: RAD BLOCK + RAD ROLLER



MUSCLE: PERONEALS  
TOOL: RAD BLOCK + RAD ROUND



MUSCLE: HAMSTRINGS  
TECHNIQUE: STRETCHING



MUSCLE: HAMSTRINGS  
TECHNIQUE: STRETCHING