



WELCOME TO THE RAD LIFE

YOUR INTRODUCTORY GUIDE TO SELF MYOFASCIAL RELEASE



WHAT IS SMR?

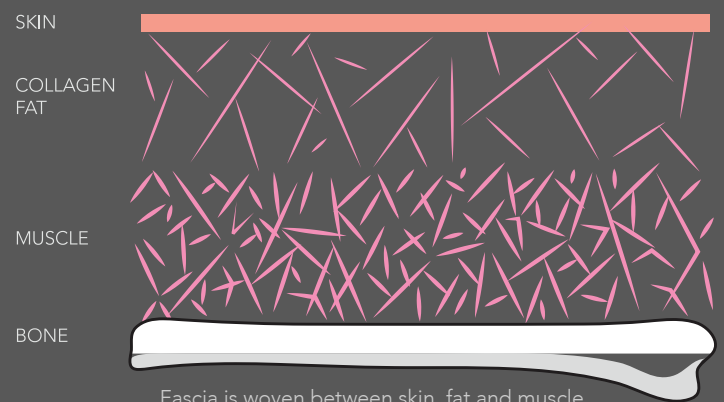
Self Myofascial Release (**SMR**), commonly referred to as foam rolling, is a soft tissue therapy for releasing tension in fascia that restricts movement in our bodies.

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

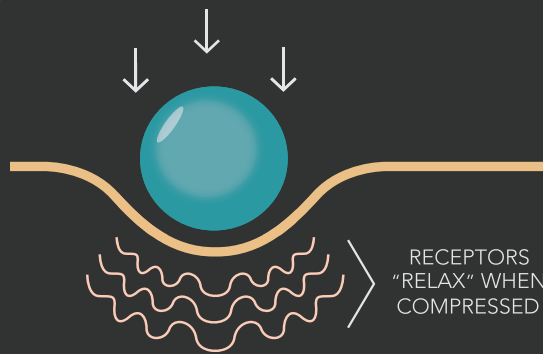
Through techniques like compression and shearing we are able to stimulate small receptors in our body that help muscle and tissue relax and lengthen. Longer muscles and less tension lead to all kinds of good things like less compression of joints, wider range of motion and increased mobility.



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

TECHNIQUES

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



RECEPTORS "RELAX" WHEN COMPRESSED

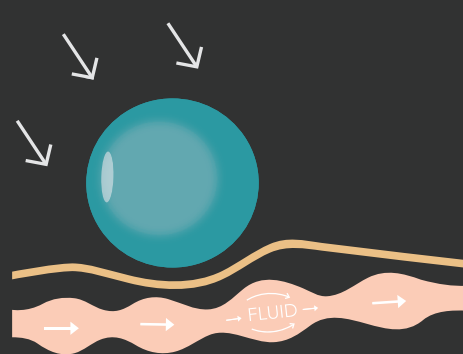
COMPRESSION/POINT RELEASE

WHAT Corrective

HOW Oscillate slowly on a spot

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

TIME 10 breathe cycles (2 minutes)



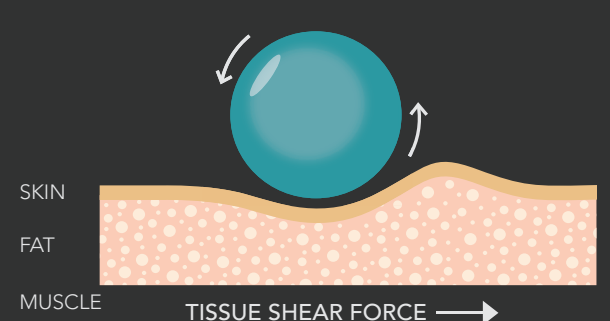
FLUSHING

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.

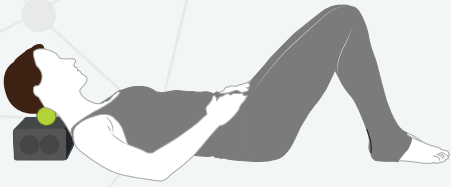


RAD ROUNDS

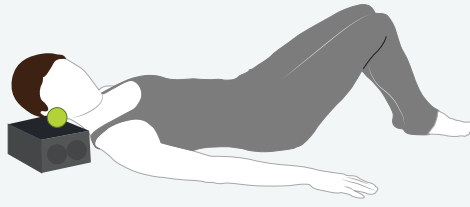
TARGETED RELEASE FOR TIGHT SPACES

RAD Rounds serve up two times the relief with firm density that busts up tension in sensitive spots like the neck, feet and hands. These balls are specifically designed for the body, not sports, which is a lot more than a tennis ball or "whatever's around the house" can claim. So when you want something that's built for the job, choose from our three pressure-seeking sizes that comfortably fit where other tools can't. And for those who crave even more control and focused release, pair these babies with the RAD Block.

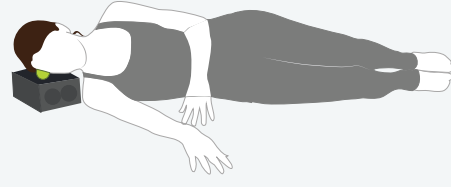
HEAD + NECK



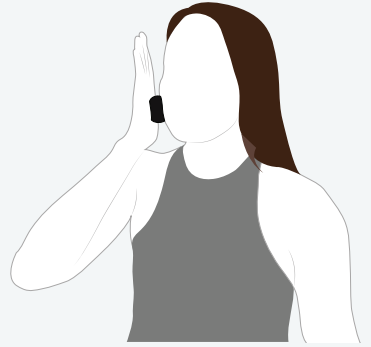
MUSCLE: UPPER NECK
TECHNIQUE: COMPRESSION



MUSCLE: CRANIUM
TECHNIQUE: COMPRESSION



MUSCLE: JAW
TECHNIQUE: COMPRESSION

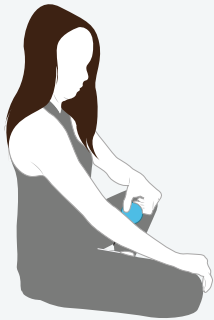


MUSCLE: JAW
TECHNIQUE: COMPRESSION

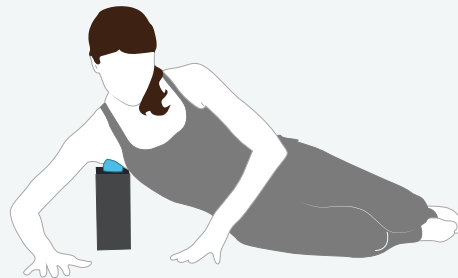
SHOULDERS + ARMS



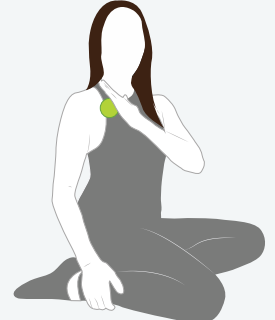
MUSCLE: FOREARMS
TECHNIQUE: COMPRESSION



MUSCLE: FOREARMS
TECHNIQUE: SHEARING

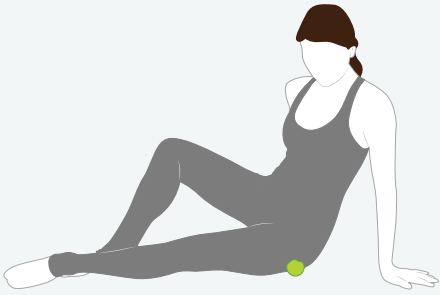


MUSCLE: PECS WITH BLOCK
TECHNIQUE: COMPRESSION



MUSCLE: PECS
TECHNIQUE: COMPRESSION

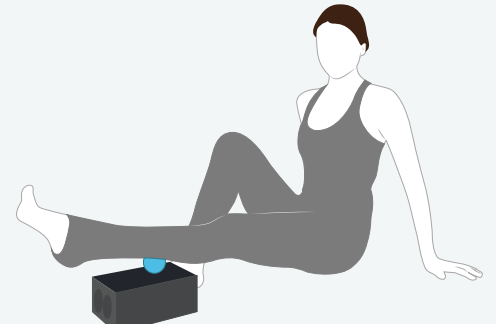
HIPS + LEGS



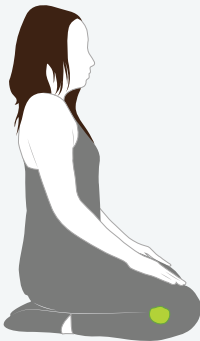
MUSCLE: GLUTE
TECHNIQUE: COMPRESSION



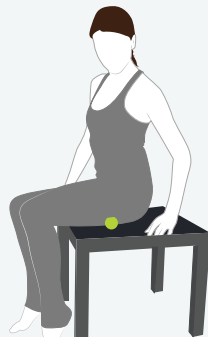
MUSCLE: PERONEALS
TECHNIQUE: COMPRESSION



MUSCLE: CALVES
TECHNIQUE: COMPRESSION



MUSCLE: HAMSTRINGS/CALVES
TECHNIQUE: COMPRESSION

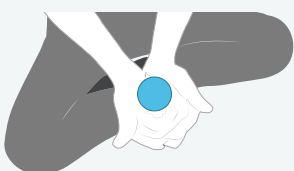


MUSCLE: HAMSTRINGS
TECHNIQUE: COMPRESSION

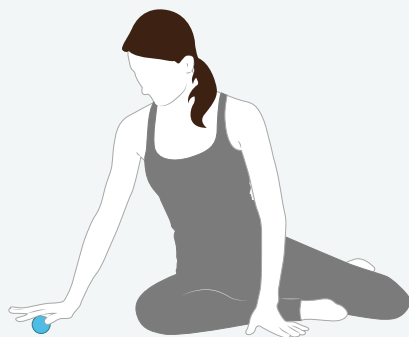


MUSCLE: ADDUCTOR
TECHNIQUE: COMPRESSION/SHEARING

HANDS + FEET



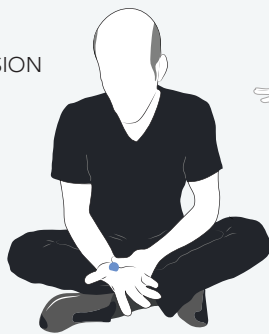
MUSCLE: THUMBS
TECHNIQUE: COMPRESSION



MUSCLE: HANDS
TECHNIQUE: COMPRESSION



MUSCLE: FEET
TECHNIQUE: COMPRESSION



MUSCLE: THUMBS
TECHNIQUE: COMPRESSION

THE RAD BLOCK LEVERAGE AND STORAGE IN ONE FOR YOUR RAD ROUNDS

