MOVEMENT MANIFESTO

ROCKBAND™ &
ROCKBAND Rx™

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ANATOMICAL PLANES AND MOVEMENT

These specific planes of the body are referenced in the 10 Stretches and Strengthening movements recommended in this manifesto.

Note that the Movements are made with the plane, rather than against it.

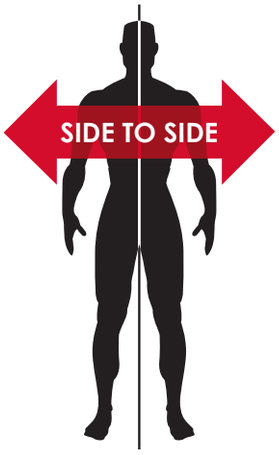
*It is important to note that when attaching your RockBand, you must do so to a solid object.

SAGITTAL: The plane that divides the body from front to back.

In movement, any motion that moves the body forward and backward.

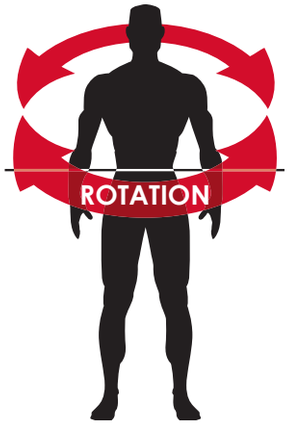
FRONTAL: The plane that divides the body left from right

In movement, any motion that moves the body from side to side



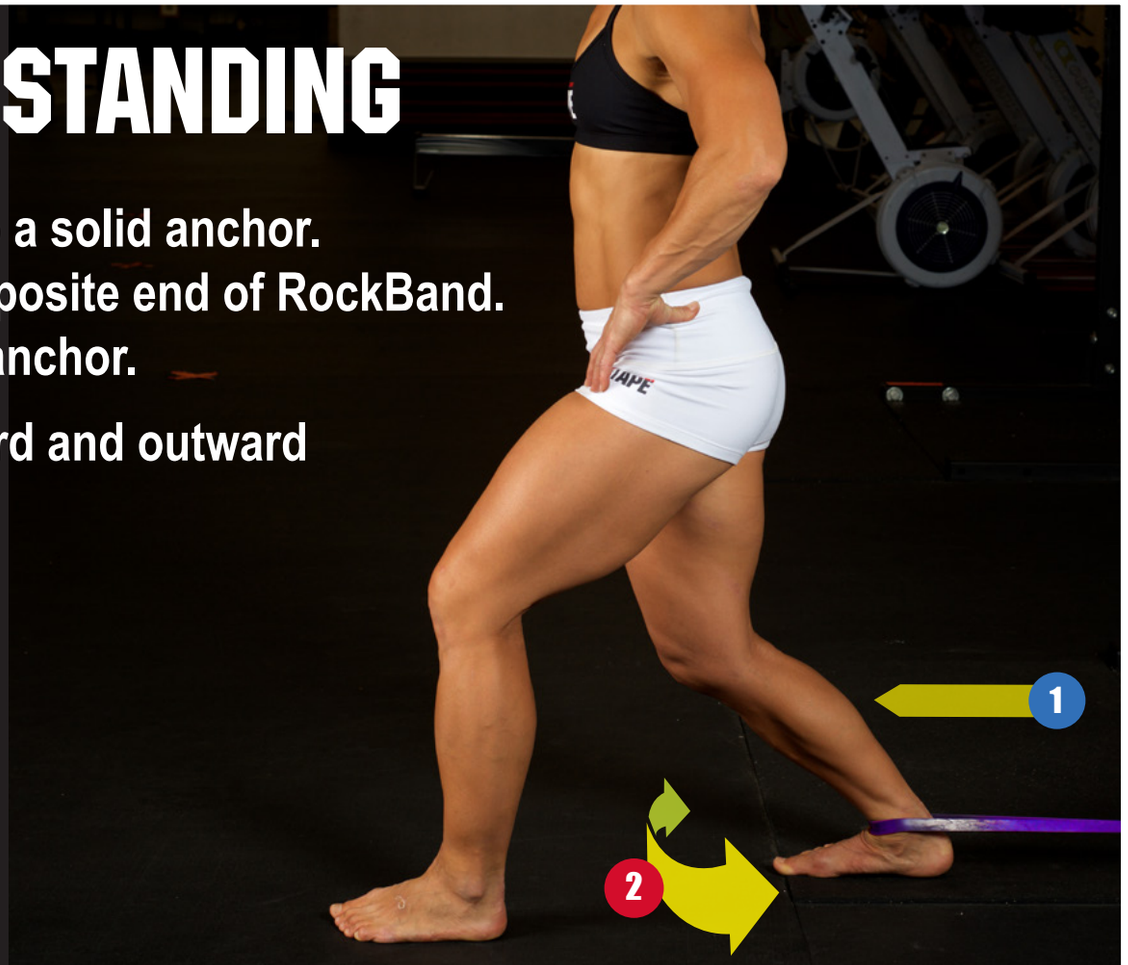
TRANSVERSE: The plane that acts as a center axis of rotation around which the body moves.

In movement, any motion that rotates the body in a twisting motion



01 | ANKLE - STANDING

1. Attach RockBand to a solid anchor.
   Put foot through opposite end of RockBand.
   Pull away from the anchor.
2. Turn foot both inward and outward
   for 30 seconds.



Rotate your body 90° both left and right to increase range of stretch on the ankle joint.

It is very important to remember to turn the base-foot both inward and outward in order to achieve maximum benefit.

02 | ANKLE - SITTING

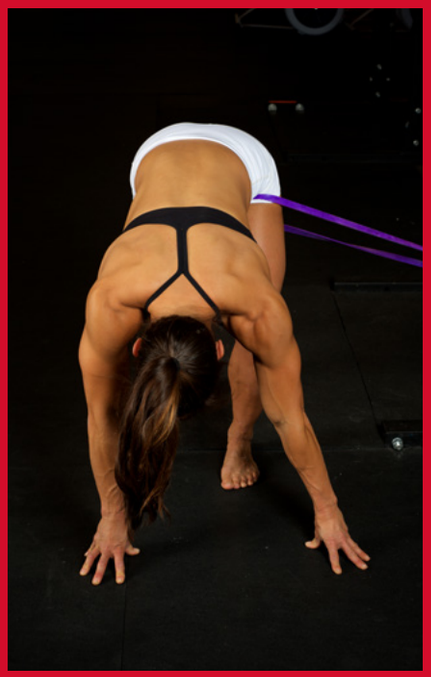
1. Place foot inside of loop (face the anchor). Cross band over to make an “X” over the ankle joint.
2. Slide your body away from the anchor until you feel a stretch in the ankle joint. Rotate your ankle in all directions for 30-60 seconds.

Move further away from the anchor to open knee joint slightly. Rotate your lower limb in and out.

Move further away to stretch the hip. Move your lower limb in and out for a full lower body distraction.

03 | HIP - STANDING & ON ALL FOURS

1. Attach RockBand to an anchor low to the ground. Pull RockBand up to hip crease.
2. Put light tension through the band by moving away from the anchor. The anchor should start directly behind you.
3. Bend and relax the knee for 30-60 seconds.

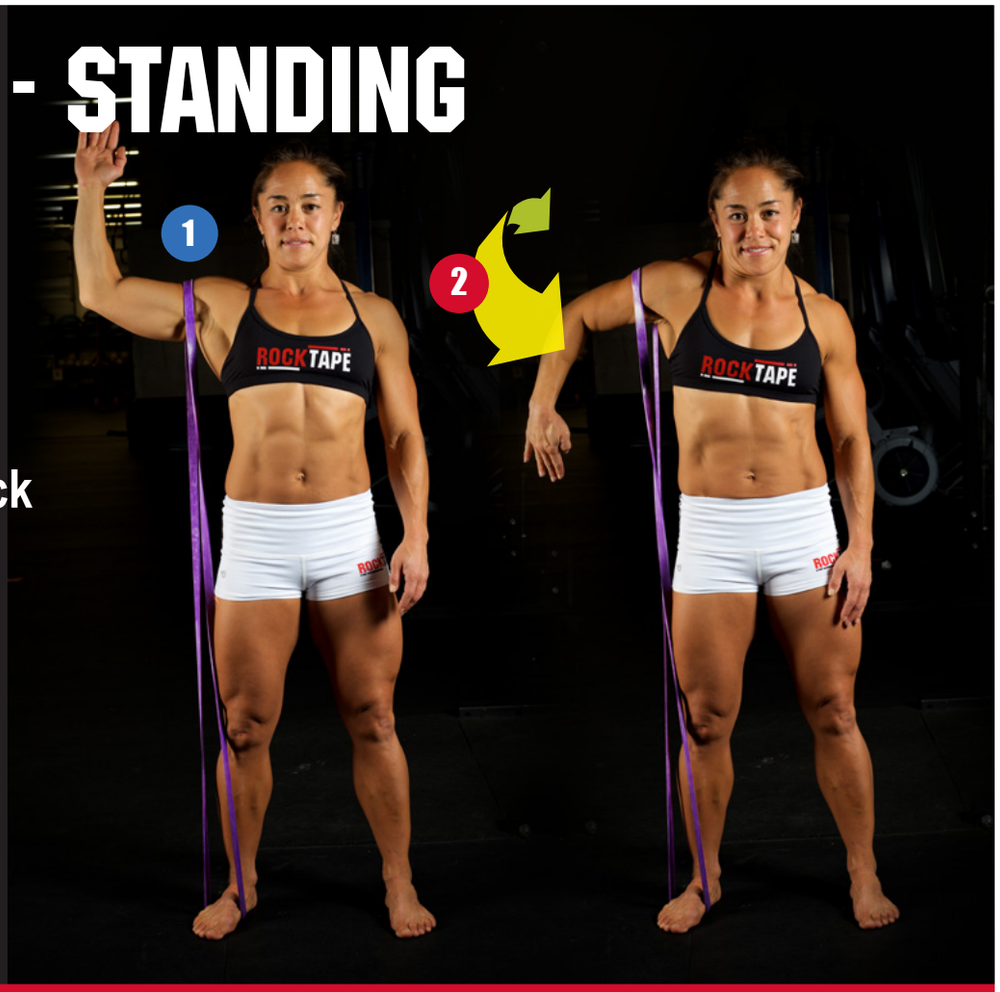


Change the angle so the anchor is at 9 o'clock and bend and relax the knee for 30-60 seconds.

Sit in a pigeon pose with the anchor at 7 o'clock. Move away from the anchor until you feel hip tension. Rock toward and away from the anchor point at a 45° angle for 30-60 seconds.

04 | SHOULDER - STANDING

1. Place RockBand on top of shoulder and step on bottom.
2. Place arm at 90º angle. Work arm forward and back for 30-60 seconds.

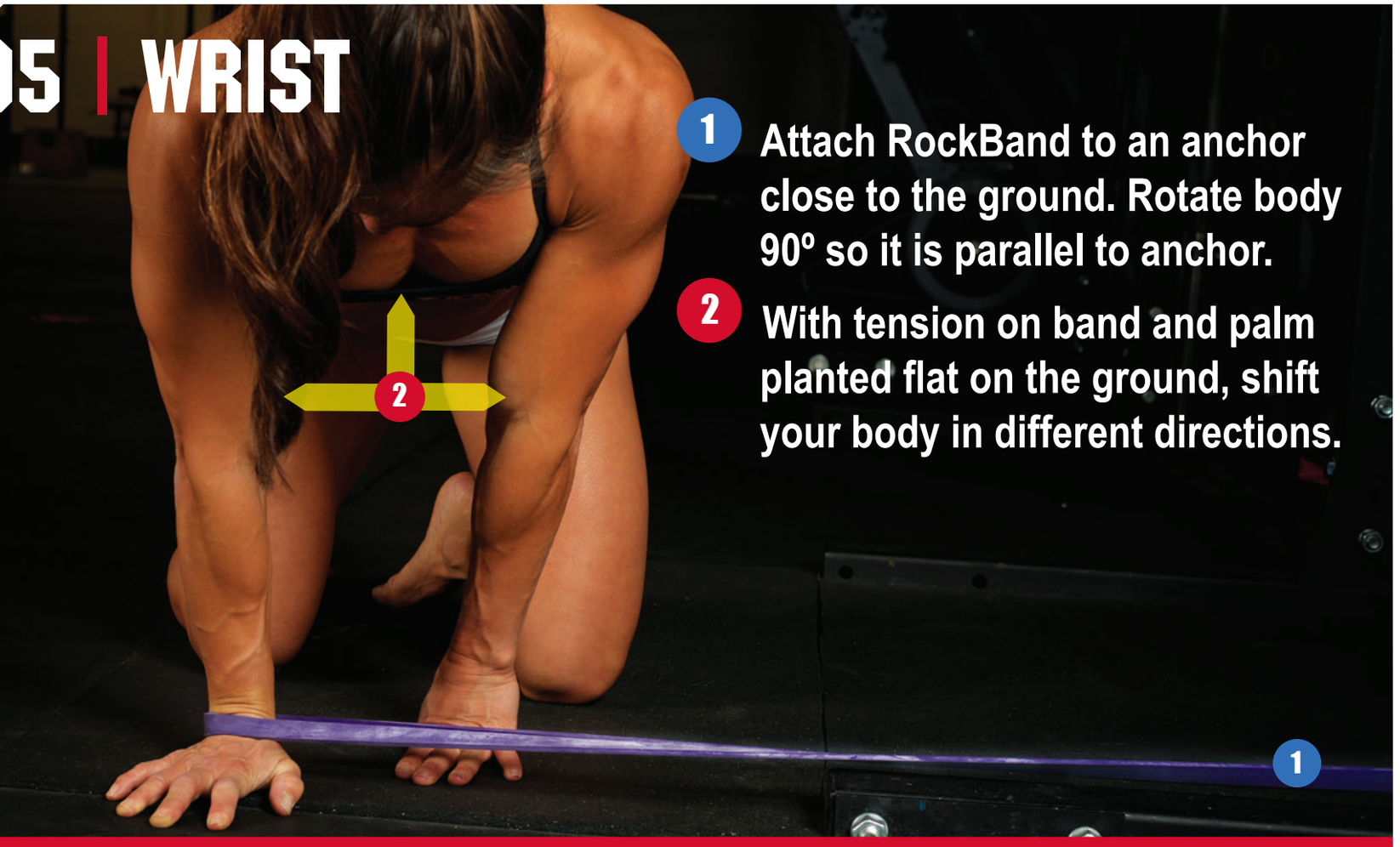


Additional shoulder stretch. Attach band as high as possible. Stand perpendicular to anchor with shoulder outside. Extend arm over head and step away from anchor.

Alternative shoulder stretch 2. With band still attached high, face anchor and bend at the waist, slowly backing away from anchor. Tension to preference.

05 | WRIST

1. Attach RockBand to an anchor close to the ground. Rotate body 90º so it is parallel to anchor.
2. With tension on band and palm planted flat on the ground, shift your body in different directions.

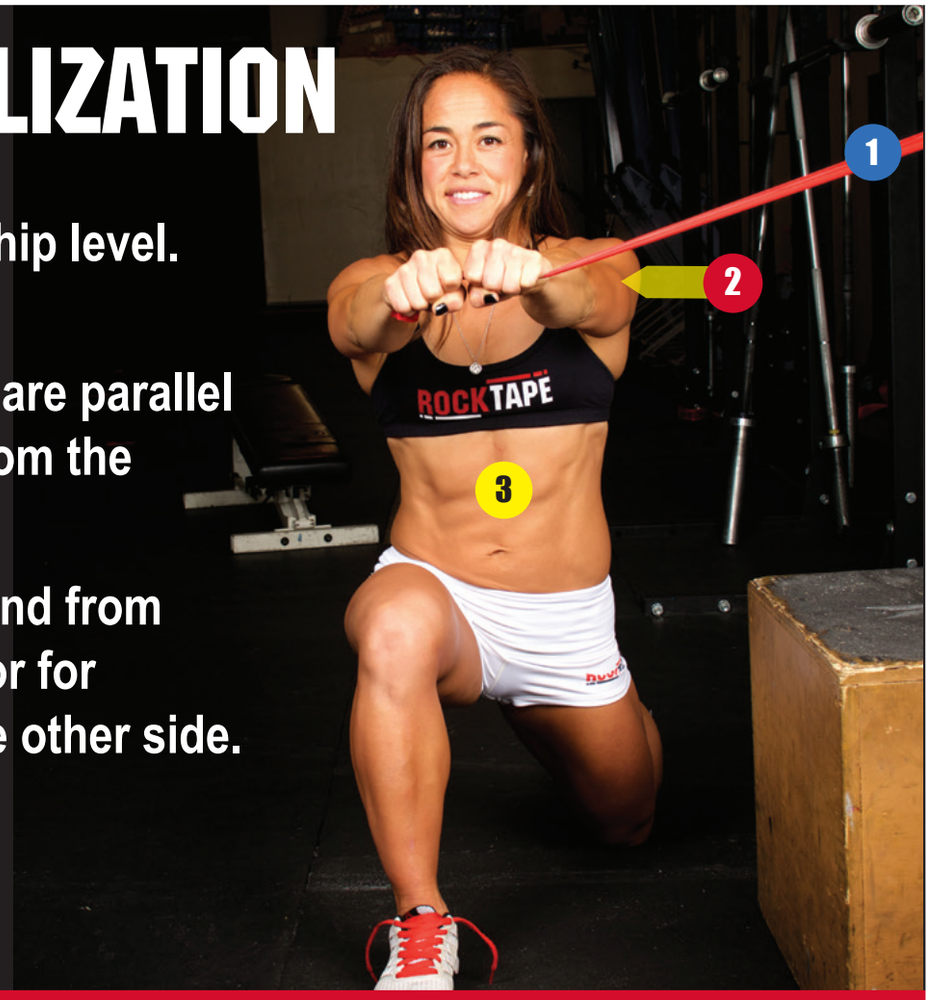


You can reinforce your wrist with the other hand if the pressure is too great.

With your hand planted firmly, rotate your body around to the right and the left working all angles of the wrist joint.

06 | CORE STABILIZATION

1. Anchor the band at 3 o'clock hip level. Go into a lunge position.
2. Straighten your arms so they are parallel to the floor and move away from the attachment.
3. Use your core to resist the band from rotating you toward the anchor for 30 - 60 seconds. Repeat to the other side.



For increased difficulty, straighten and bend the elbows while maintaining a rigid trunk.

For added stability, widen stance.

07 | ADVANCED CORE STABILIZATION

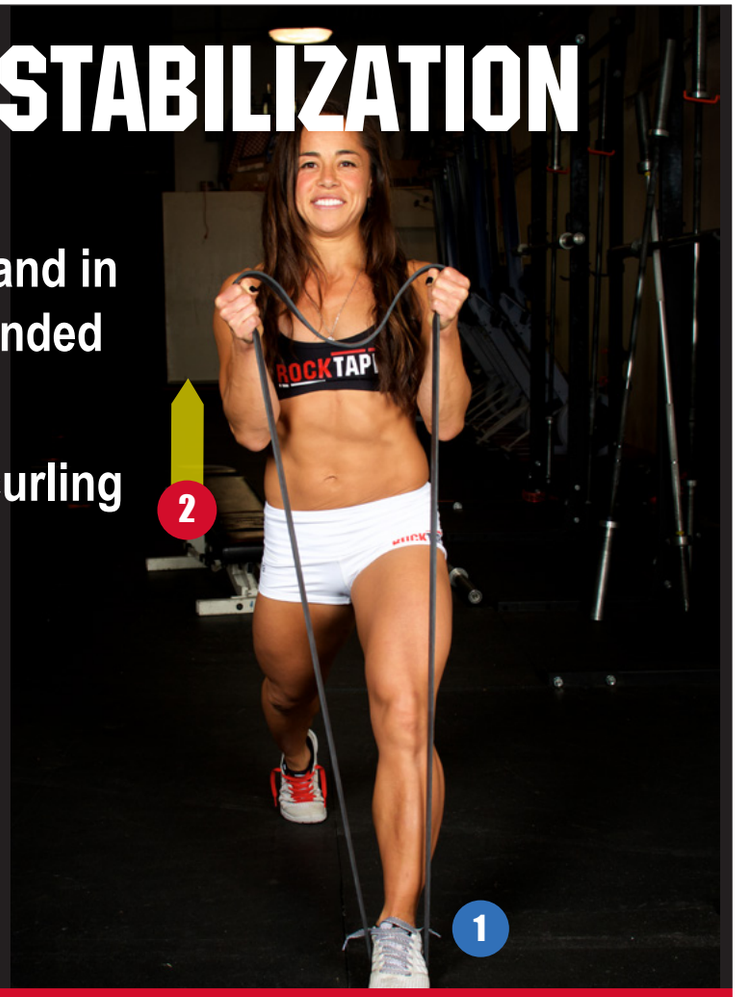
1. Anchor the band at 3 o'clock level with hip. Go into a lunge position.
2. Go into a lunge position. Straighten your arms so they are above your head and move away from the attachment.
3. Use your core to resist the band from rotating you toward the anchor. Repeat to the other side.

Hold and resist movement for 30-60 seconds.

For added stability, widen stance.

08 | ARM/SHOULDER STABILIZATION

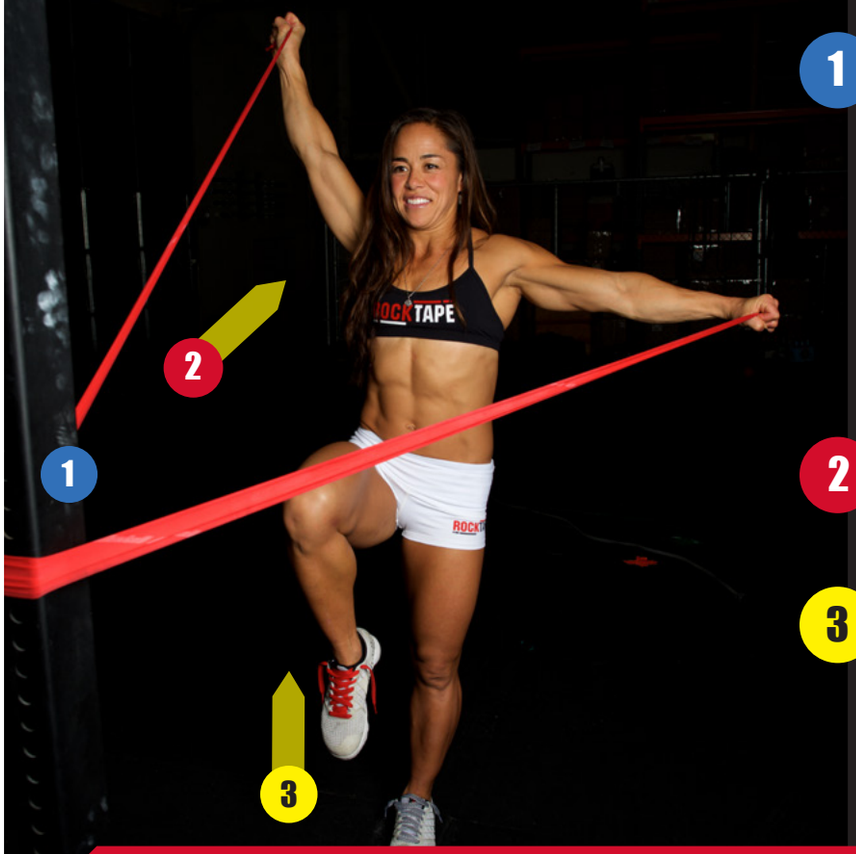
1. After placing band under your foot, stand in a staggered position with your non-banded foot toward the rear.
2. Use the band to flex your biceps in a curling motion for 30 - 60 seconds



If the curl portion of the movement is too hard, move your hands together; if too easy, move them further apart.

For a more relaxed version of this movement, you can perform it from a kneeling position.

09 | WHOLE BODY STABILITY



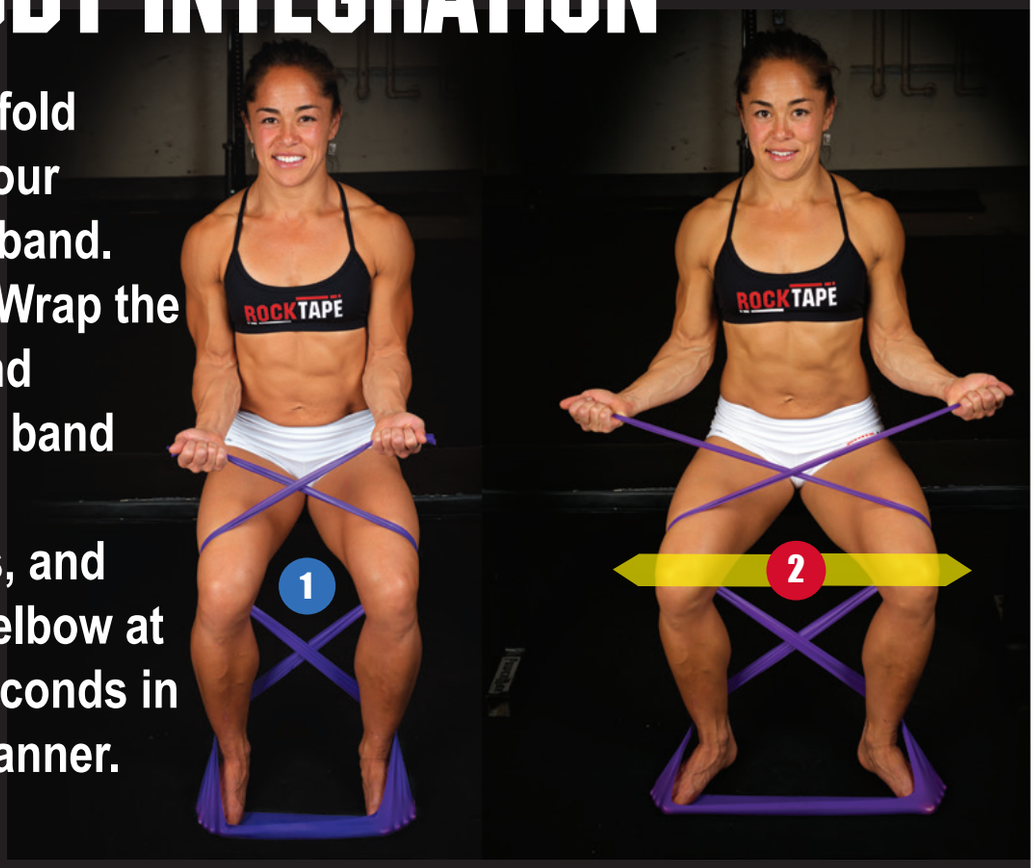
1. Attach band to a secure object at waist height.Grab each end of the band with your hands. Face the anchor and extend one arm overhead and one arm parallel to the floor away from the anchor.
2. Now move your body away from the anchor until you feel resistance.
3. Stand on one leg and resist getting pulled toward the anchor.

Alternate one arm up and one arm out to the side.

For less intensity, stand on both legs.

10 | WHOLE BODY INTEGRATION

1. From a seated position, fold band in half and place your feet in the middle of the band. Keep your feet straight. Wrap the band behind the knee and around the leg. Grab the band with the opposite hand.
2. Rotate your arms, knees, and feet while keeping your elbow at 90º. Repeat for 30 - 60 seconds in a slow and controlled manner.



For increased resistance, repeat the exercise in a standing position with arms to the side and extended.

Progress the exercise with the hands overhead.

MOVEMENT IS LIFE... LIFE IS MOVEMENT.

At RockTape, we manufacture and distribute products that help people move better. When people move better, they tend to move more.

MORE HUMAN MOVEMENT IS OUR GOAL.

Whether tending to our crops or hunting for our next meal, we have lived most of our time as humans on our feet. Unfortunately, as a society we are tending to move less and less, and as a result we are getting sicker and sicker. With the advent of the desk job, smart phone, TV, and computer, we're sitting down more than ever before. It is estimated that **Americans sit 9.3 hours a day**, which is **even more time than we spend sleeping (7.7 hours).** Our bodies weren't built for that, and it is starting to take its toll. Sitting 6 or more hours per day makes you up to **40% likelier to die within 15 years than someone who sits less than three**. Even if you exercise for 1 hour a day, your risk is still higher if you sit for long periods in the day.

In addition to reducing the amount of time sitting, we believe people need to exercise more. It has been well documented that exercise training promotes good body composition[3,4] and improves the cardiovascular[3,5] and metabolic systems.[3,4,6,7,8] Many of these beneficial effects occur after an acute bout of exercise or after a very short-term training period. For example, Arciero[9] demonstrated body weight and fat mass decrease and insulin action significantly increases with as little as 10 days of exercise training in obese men and women.[10] In addition, a single acute bout of endurance exercise significantly increases insulin sensitivity in healthy young men and women.[11]

MOVE OR DIE

How important is movement? If you can't move, you will die. Don't believe it?

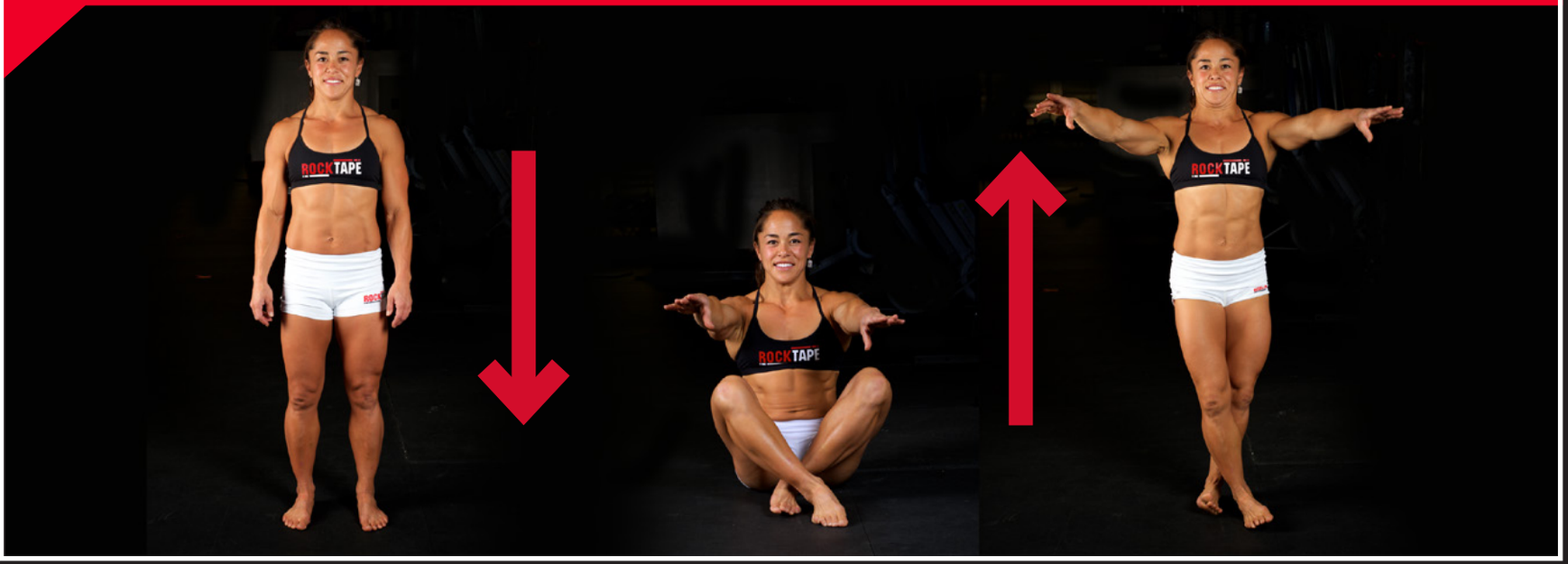
In a study published in the European Journal of Cardiology and Discover magazine, a Brazilian researcher had more than 2,000 patients ages 51 to 80, take the "Sitting-Rising" test. People who scored fewer than eight points on the test, he found, were twice as likely to die within the next six years compared with those who scored higher; those who scored three or fewer points were more than five times as likely to die within the same period compared with those who scored more than eight points.

TRY IT

1. Stand in comfortable clothes in your bare feet, with clear space around you.

2. Without leaning on anything, lower yourself to a sitting position on the floor.

3. Now stand back up, trying not to use your hands, knees, forearms or sides of your legs.



SCORING

The two basic movements in the sitting-rising test — lowering to the floor and standing back up — are each scored on a 1-to-5 scale, with one point subtracted each time a hand or knee is used for support and 0.5 points subtracted for loss of balance; this yields a single 10-point scale. A perfect score is 10.

ROCKTAPE® MOVEMENT PYRAMID

CORRECTIVE EXERCISE

Used to normalize human movement before increasing training or exercise demands.

ROCKTAPE

Unique kinesiology/sports tape that provides support while allowing full range of motion. It's used to decrease pain, decompress tissue, and provide stimulus that improves body awareness.

IASTM

Instrument-Assisted Soft Tissue Massage – A manual therapy technique designed to provide direct, mechanical manipulation of irregular tissue.

ROLLING/BALLS/BANDS

A collection of tools used by athletes for manipulation of the myofascial system to normalize muscle tone.

ASSESSMENT

The act of making a judgment about the quality of human movement.

SCREENING

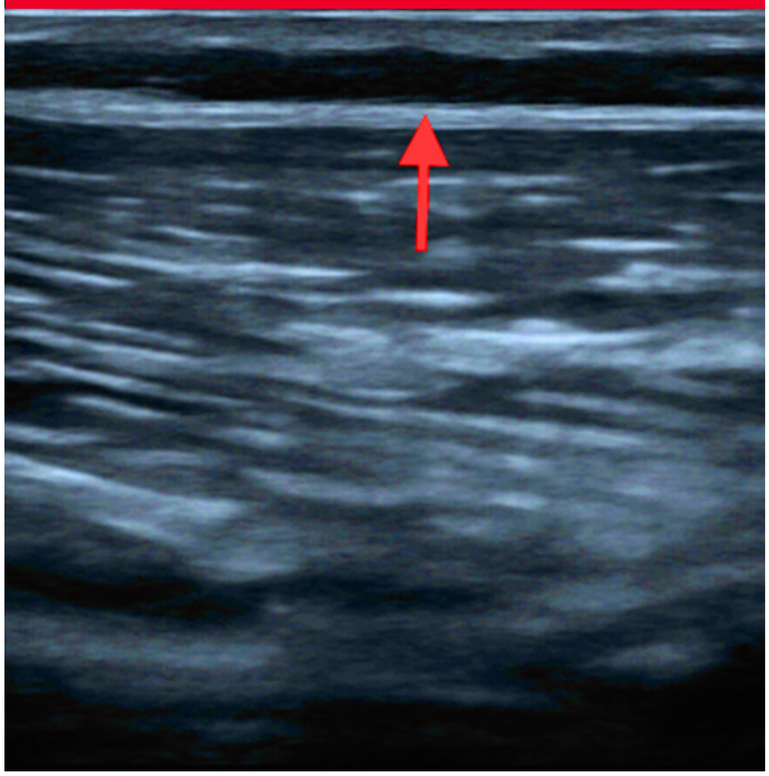
The act of examining people to decide if they are suitable for a particular movement or exercise.

FASICIA VISUALIZED WITH ULTRASOUND

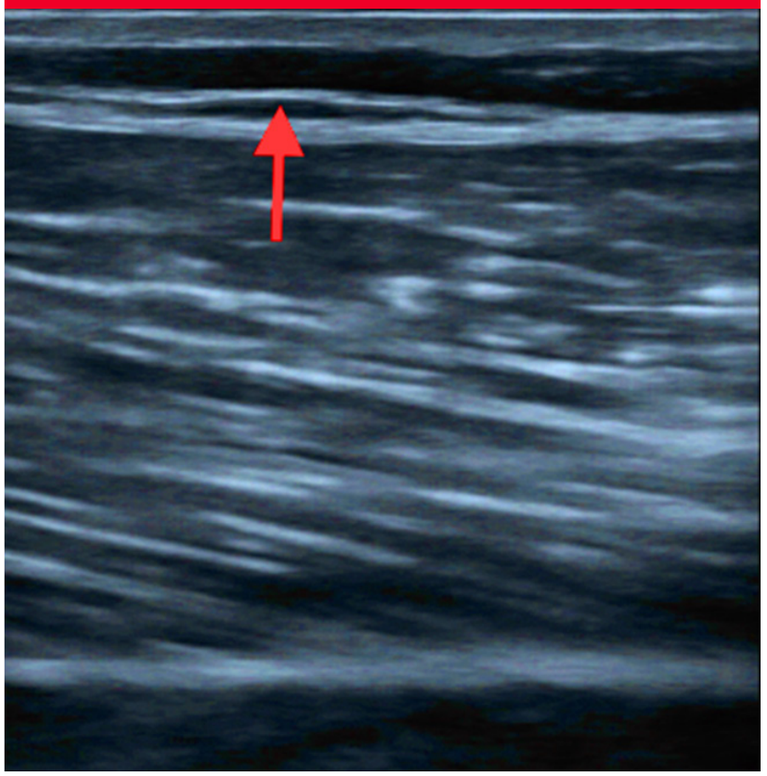
Fascial release is one of the primary benefits of foam rolling. With our RockNRoller, you can be confident in effective release of restricted tissues.

The ultrasound images below clearly show fascial release after just 1-minute of rolling with our RockNRoller. Our patented Fascial Fingers™ not only work, they work better than traditional foam rollers.

PRIOR TO USING THE ROCK'N'ROLLER SYSTEM



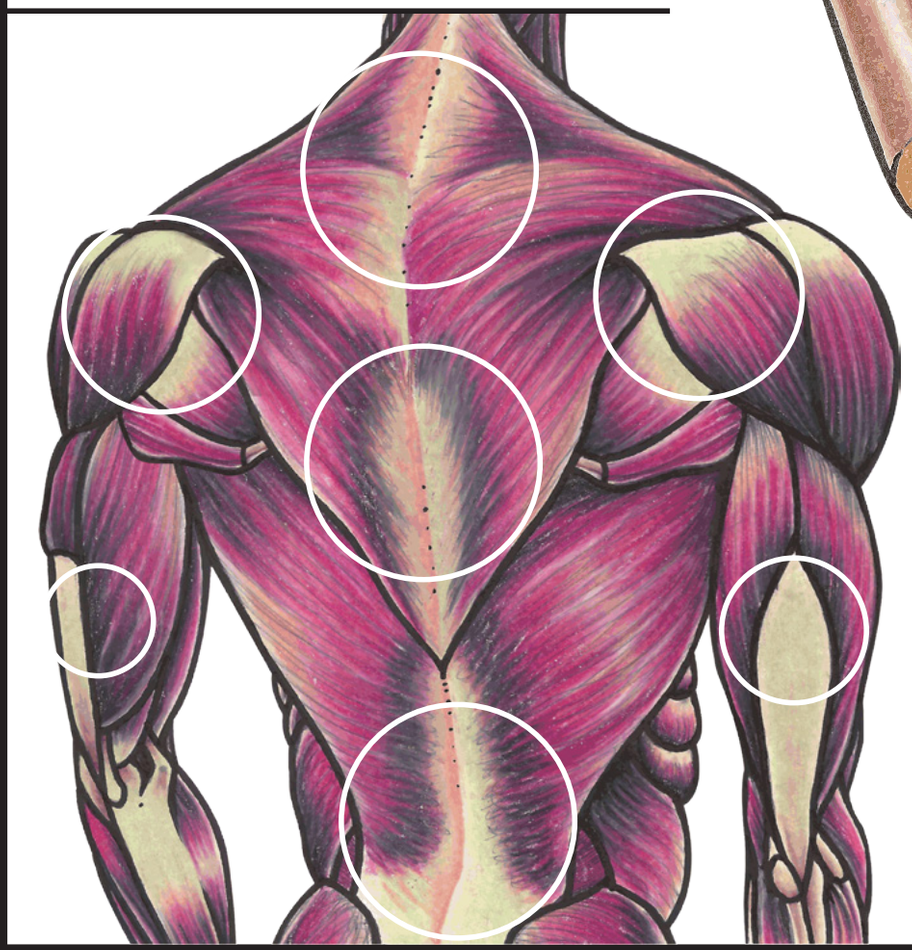
AFTER ONLY 1-MINUTE USING THE ROCK'N'ROLLER SYSTEM with

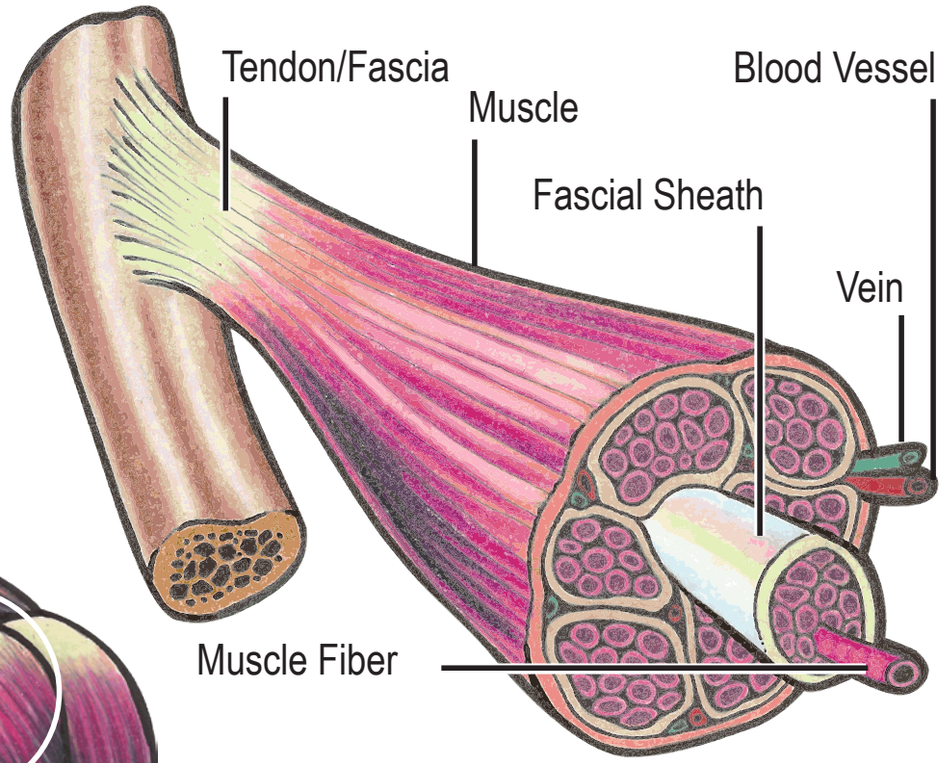


WHAT IS FASCIA?

Fascia is a layer of connective tissue that surrounds muscles, vessels, nerves and organs, binding them together both mechanically and neurologically.

On the surface, fascia connects our skin to our muscles, and our muscles to each other, forming kinetic chains that help to redistribute stress throughout the body.





Fascia even binds individual muscle cells together completing the connection from the skin, topically, to the cellular level.

Fascia is everywhere.

MOBILITY CONCEPTS / ROCKBAND THEORY

Elastic resistance has been shown to increase mobility, strength and reduce joint pain.(1, 2, 3) Exercise programs utilize elastic bands to rehabilitate injuries, improve the functional ability of older adults, and improve athletic performance. RockBand resistance bands are low-cost, portable and versatile. Made of natural rubber latex, with latex-free options, they come in different sizing (1", 2", 3") for different applications.

At RockTape, we believe in a three pronged approach to treating musculoskeletal conditions: Addressing the soft tissue (muscles, fascia, ligaments, tendons), joints (bone to bone connection), and neurological system (brain and nerves).

To treat the soft tissue, please see information regarding our RockNRoller and RockBall myofascial release systems. With bands, we can address the joints and neurological system.

***ROCKBANDS CONTAIN LATEX. DO NOT USE IF YOU HAVE LATEX ALLERGIES/SENSITIVITIES.**
****ROCKBANDRX DO NOT CONTAIN LATEX.**

HOW THE ROCKBAND SYSTEM WORKS

RockTape RockBands are designed to address movement problems. Typically the areas of joint restriction follow very consistent patterns.

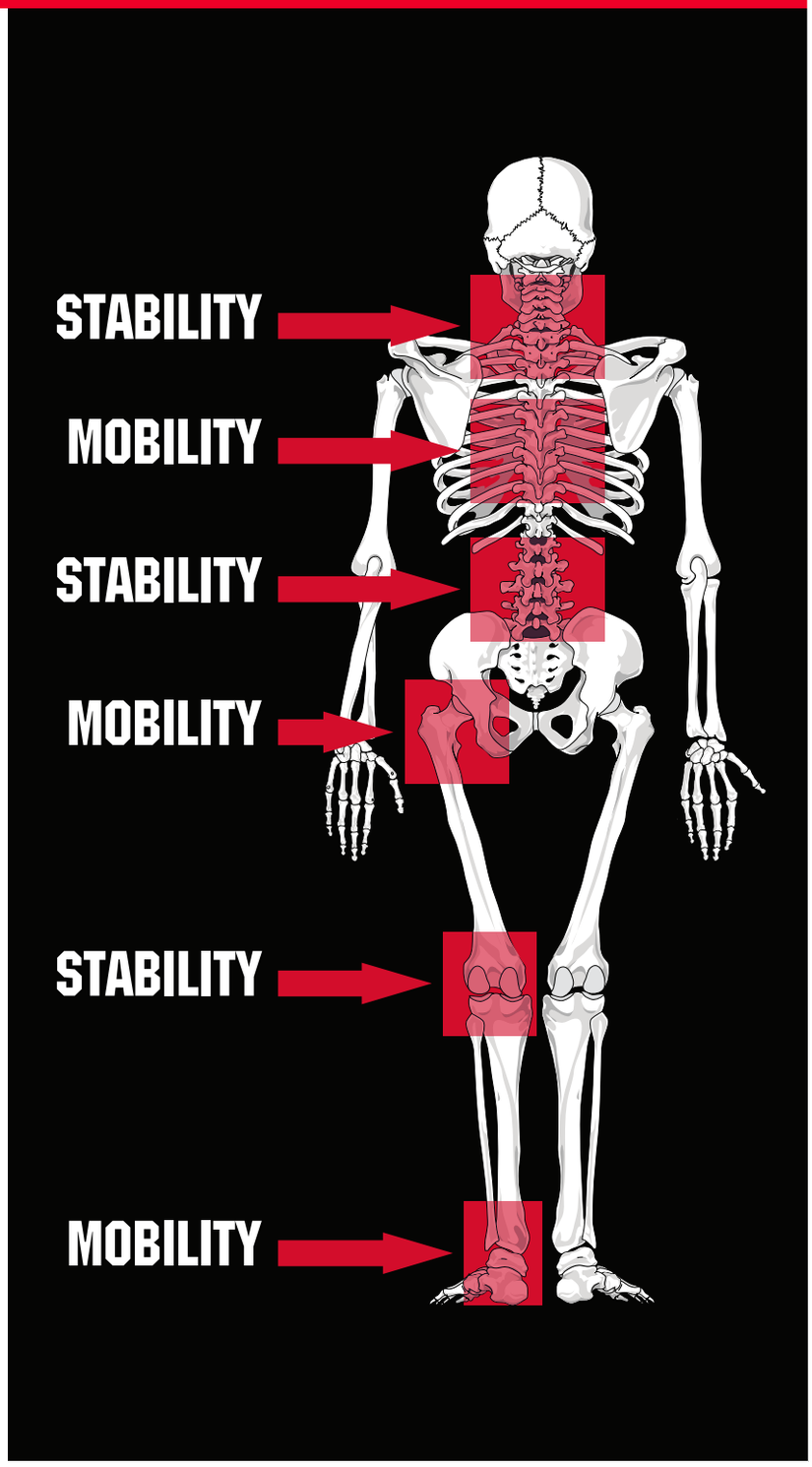
THERE ARE 3 SIMPLE STEPS TO THE SYSTEM

Step 1: Identify the restricted joint

Step 2: Properly attach the band around the joint

Step 3: Maintain three points of contact (2 feet, 1 hand) and allow band to pull joint for between 30 - 60 seconds .

While mobilizing, breathe in through your nose (inhalation) for four seconds and breathe out through your nose (exhalation) for six seconds. Exhaling longer than inhaling allows your body to relax and promotes better oxygenation of the air you breathe.



GETTING STARTED

Prior to Activity – Using bands can serve as an important component of the warm-up process by preparing the tissue and nervous system for the upcoming demand.

Some benefits of using a band pre-activity include:

- **Mobilize joints**
- **Activate muscles**
- **Improves range of motion**

Post-Activity – Using bands can serve as a cool down method both physically and psychologically. Total body flushing can be accomplished, which promotes circulation and metabolic wastes. Take this process slowly and systematically, breathe deep, and drink water.

Some benefits of using a band post-activity include:

- **Improves range of motion**
- **Improves muscle activation**

BREATHING AND PROPER ALIGNMENT

Breathing is an important aspect of everyday life. It is important to emphasize here that when experiencing discomfort from using bands, the tendency is to hold one's breath. If you are holding your breath, the tension is too great. Decrease the stretch from the band immediately. We recommend keeping your body upright as much as possible to allow for good oxygen intake. Take a deep breath through the nose for four seconds and exhale through the nose for six seconds. Tusing bands in any specific area should be about 30 minutes. area should be about 30. The "More is Better" paradigm doesn't work here. So in general, keep it short and sweet!

Using bands can play an important part in your overall preparation and recovery from activity. Time invested in injury prevention and recovery today is time well-spent avoiding injury that may take weeks to recover from, and that may force extended rest…and we know the detrimental physiological affects of too much rest.

ARE ROCKBANDS RIGHT FOR ME?

The system can be used by almost anyone, anywhere, and at anytime. Be aware that some people should not use a band. Seek guidance from your health care provider prior to using any soft tissue technique, especially if you have any of the following:

- **Osteoporosis**
- **Taking Anticoagulant therapy**
- **Diabetes**
- **High blood pressure**
- **Varicose veins**
- **Pregnancy**
- **Uncertainty of a condition**

DIFFERENTIATING PAIN FROM DISCOMFORT

Pain is defined as an unpleasant feeling often caused by intense or damaging stimuli interpreted by the brain. One can expect mild to moderate discomfort when using the RockBand, but experiencing actual pain could indicate something is wrong. If you feel shooting or piercing pain, stop using bands immediately and adjust the tension of the band to decrease pressure on the muscle or tissue. If after adjusting the band the pain is not relieved, try a lighter band or discontinue use of the band and seek the advice of a licensed healthcare professional for further evaluation and advice.

ELASTIC RESISTANCE IS INDICATED FOR USE FOR A VARIETY OF REASONS:

- Improve posture
- Stretch tissue
- Balance training
- Functional training

PRECAUTIONS

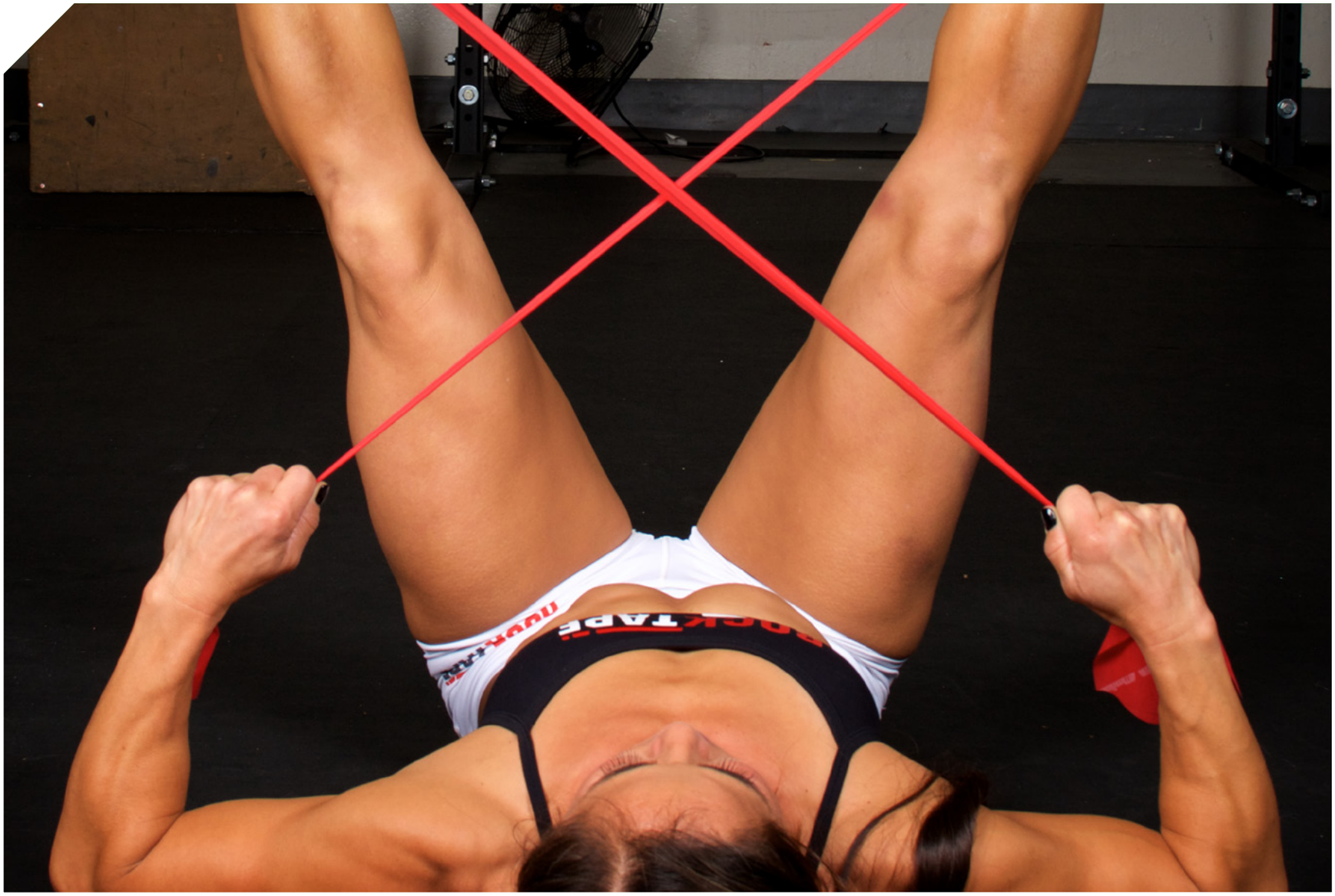
- Always consult your physician before beginning an exercise program.
- Your rehabilitation or exercise professional should help develop an individualized program to meet your needs and abilities.
- Use of any products described in this manual can cause serious injury when not used properly.
- If you experience sharp pain, shortness of breath, dizziness or light-headedness with any of these exercises, stop immediately and contact your healthcare provider.
- As with any exercise program, muscle soreness may be experienced over the first few days. If your pain should persist for more than 3 or 4 days, consult your physician or therapist. Do not exercise while experiencing pain.
- Be sure the resistance band is securely anchored to a sturdy object or attachment before using.
- Do not overstretch the resistance band by more than 3 times its resting length.
- Avoid exercises that involve stretching the resistance band in such a fashion that it may snap toward the head and cause injury to the head or eyes. Always examine the resistive band or tube before use for small nicks, tears,or punctures that may cause the band to break. If you find any flaws, discard the product and replace before performing any exercises.
- Protect the resistance band by keeping it away from sharp objects. Remove rings from the fingers before using the resistance bands.
- Be sure the resistance band is securely anchored to a sturdy object or attachment before using. Do not stretch bands or tubing by more than 3 times its resting length. Example: a 12" (30 cm) band should not be stretched to more than 36" (90 cm) total length.

PRACTICAL EXERCISE TIPS

- With all exercises, posture and body alignment is critical. Keep the shoulders and hips aligned, tighten the abdominals, and relax the knees. Be sure to practice the safest posture possible by maintaining a natural spinal curve.
- Perform all exercises in a slow and controlled manner. At no time should you feel "out of control"; remember to control the band or tubing rather than allowing it to control you. Do not allow the band or tubing to snap back.
- Avoid hyperextending or over-flexing joints when exercising. Don't lock the joints.
- Breathe evenly while performing your exercises. Exhale during the more difficult phase of the repetition. Don't hold your breath.

CARING FOR ELASTIC BANDS AND TUBING

- Always examine the resistance band or tubing before use for small nicks, tears, or punctures that may cause the band to break. If you find any flaws, discard the product and replace before performing any exercises.
- Store all resistance bands and tubing out of direct sunlight and away from extreme temperatures.



WE'RE MORE THAN JUST A TAPE COMPANY. WE ARE A MOVEMENT COMPANY.

ROCKTAPE®

Go stronger, longer

See a full range of instructional videos: rocktape.com/videos

can be used to treat

- Achilles tendonitis
- Plantar fasciitis
- ACL/MCL/jumpers knee
- Rotator cuff/shoulder
- Groin and hamstring pulls
- Lower back problems
- Shin splints
- Tennis and golf elbow
- Posture issues

RockTape can also be used to improve performance when you compete or engage in your sport. RockTape helps athletes maintain proper form and increases blood flow to decrease fatigue and build endurance.

JUST SOME OF OUR COLORS AND DESIGNS

Customize RockTape with your own logo!

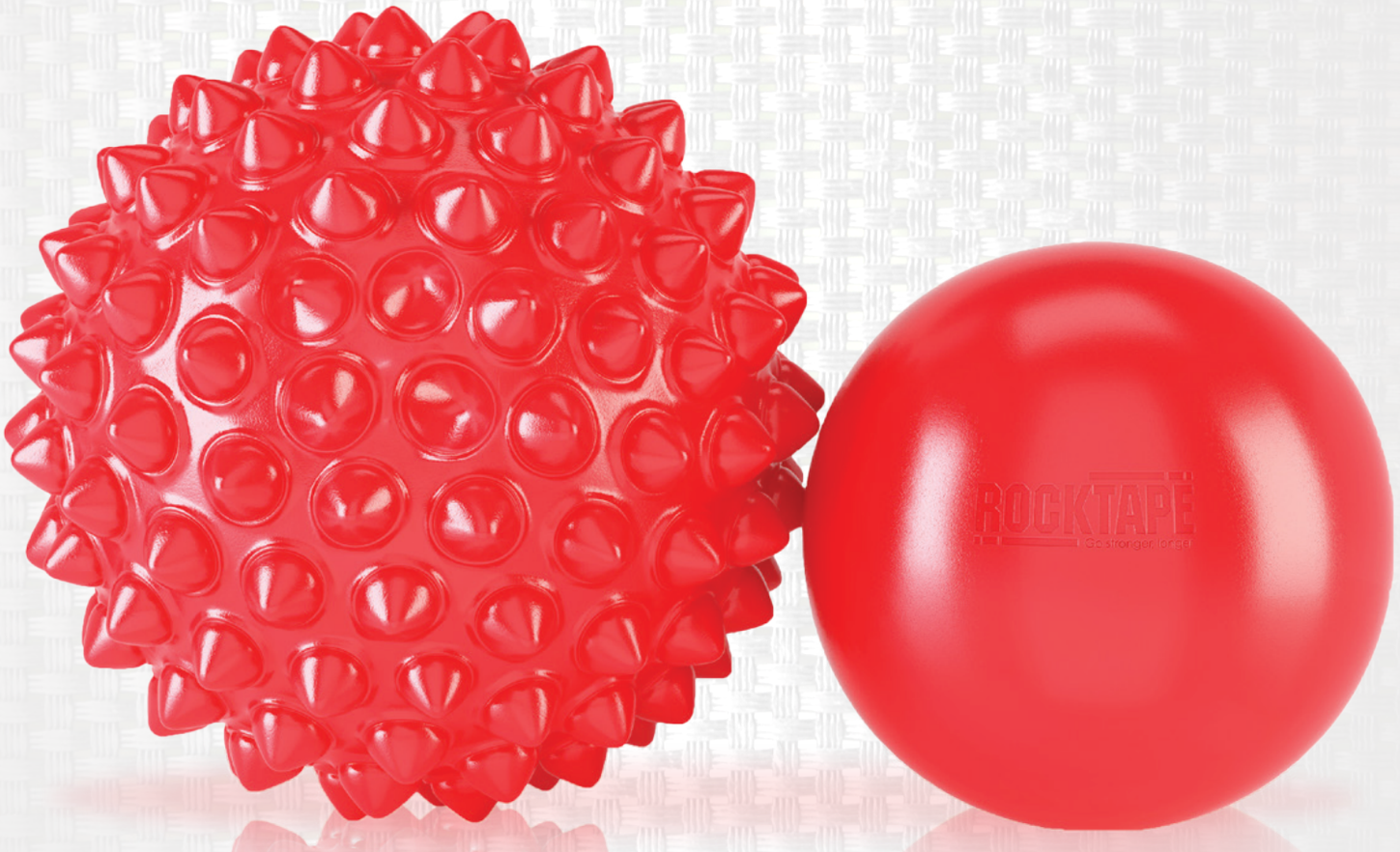
ROCKNROLLER

is designed to address movement problems. Self-myofascial release techniques may improve issues such as pain and poor circulation that can be caused by inflamed fascia. Recommended areas for use are:

- Upper/Lower Back
- Shoulders
- Quads
- Calves/Peroneals
- Glutes
- IT Band

ROCKBALLS

are a great addition to the RockNRoller system. RockBalls are able to provide pin-point accuracy for those stubborn areas. RockBalls come in pairs.
The **textured 3.5" ball** and the **smooth 2.5" ball** are both designed to provide direct manipulation of the myofascial system to normalize muscle tone.



ROCKSAUCE

RockSauce is the first-and-only topical pain cream designed to be used with RockTape. When applied directly to the surface of RockTape, RockSauce absorbs into the RockTape and slowly releases to provide cooling and warmth.

RockSauce can also be used as a stand-alone product on just about any area you use RockTape.

Try RockSauce for

- Graston or A.R.T. use
- Skin cleaning before applying RockTape
- Pre-workout warm-ups

ROCKGUARDS

are great for
rope climbs, dead lifts, cleans, and snatches! These movements can be hard on your shins – so hard that some athletes develop staph infections.

- Zipper entry
- Engineered with 5mm of neoprene
- Footstrap for stability
- Four-way stretch Lycra for a better fit

XS, S, M, L, XL


Black

Manifesto

Manifesto


Black


Pink Camo

KNEECAPS

keep your knees stabilized, and that is essential when it comes to lifting. KneeCaps neoprene sleeves are specifically designed to provide compression, warmth and lateral stability when performing functional movements such as dead lifts, pistols, and squats.

- Extra tall for added support and to stay in place.
- Compresses the VMO* at its insertion point above the patella* to help ensure proper stability and tracking.
- Compression and warmth to promote blood flow.

Choose between 5mm and 7mm thickness. 7mm offers extra compression and stiffness for even more support.

XS, S, M, L, XL

The Vastus Medialis muscle is one of four quadricep muscles, and is located on the inner part of the front of the thigh. The lowest part, the Vastus Medialus, called the Vastus Medialus Oblique (VMO) helps stabilize the patella (knee cap) and allows it to track properly.

GLOVES

are engineered to
safeguard your hands from even the harshest conditions. From handlebars to barbells, G-LOVES reduce direct friction to protect your hands from tears and blisters.

- Seamless palm construction
- "False-grip" silicon ribs to help with muscle-ups
- Hook grip thumb protection
- Sweat wipe
- Vented finger side walls
- Para-cord pull strap
- Works with chalk
- Touchscreen friendly

XS, S, M, L, XL

RockBand & RockBandRx References

REFERENCES

1. Jette AM et al. 1999. Exercise—It's never too late: The Strong for Life Program. Am J Public Health: 89(1):66-72.

2. Mikesky AE et al. 1994. Efficacy of a home-based training program for older adults using elastic tubing. Europ J Appl Physiol : 69:316-320.

3. Topp R. et al. 2002. The effect of dynamic versus isometric resistance training on pain and functioning among adults with osteoarthritis of the knee. Arch Phys Med Rehabil: 83:1187-1195. Indications

FASCIAL MOVEMENT TAPING

A hands-on course integrating the best treatments with kinesiology taping to deliver the best possible patient outcomes.

HELP YOUR PATIENTS

- Master functional taping and understand its role in rehabilitation, neuropathic pain and posture improvement
- Corrective exercise strategies for movement mobility and stability dysfunctions.
- Introduce a myofascial sequencing model of “taping movements, not muscles.”

PERFORMANCE MOVEMENT TECHNIQUES

A hands-on course that will teach you how to use movement-based concepts to achieve MOBILITY, STABILITY **and** BALANCE.

HELP YOUR CLIENTS

- Cue form and correct posture
- Reinforce core-to-extremity movements
- Help prevent injuries
- Aid recovery