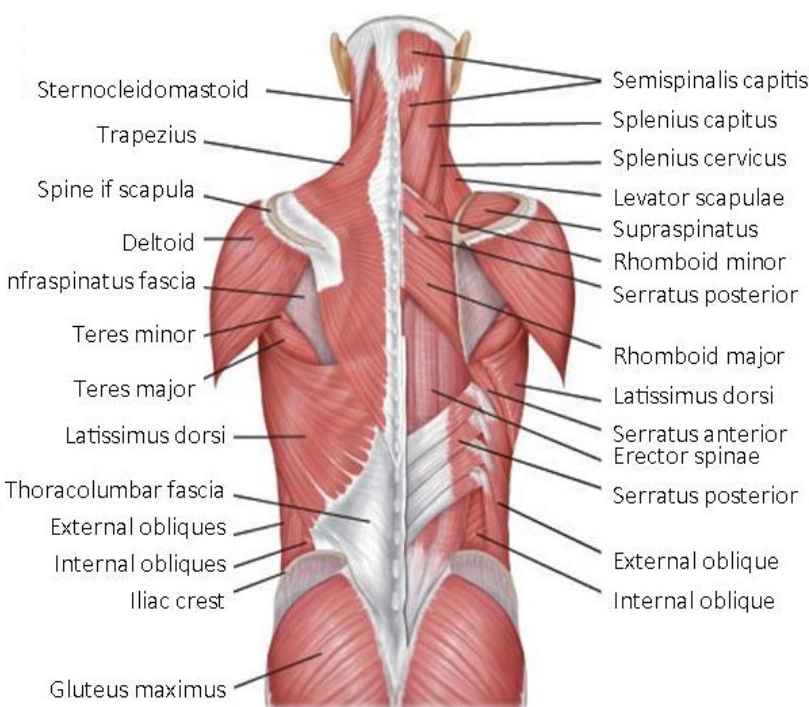
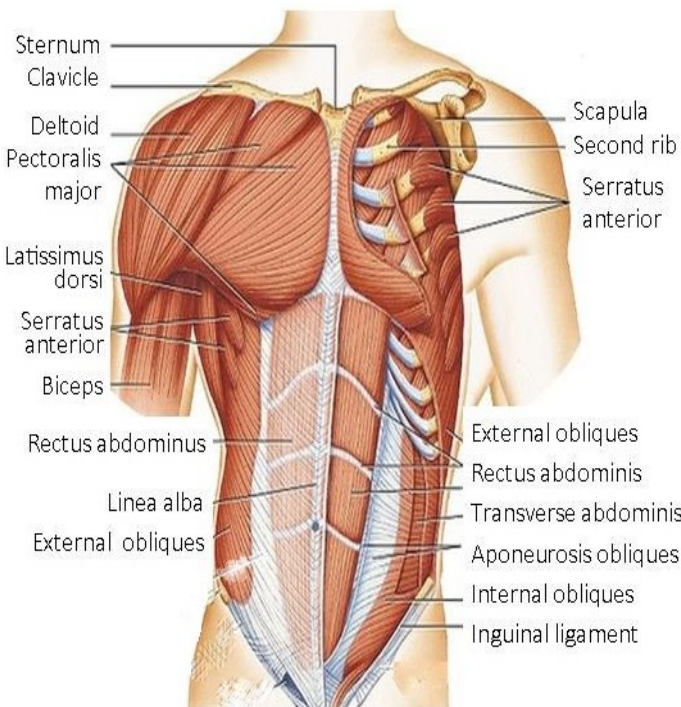
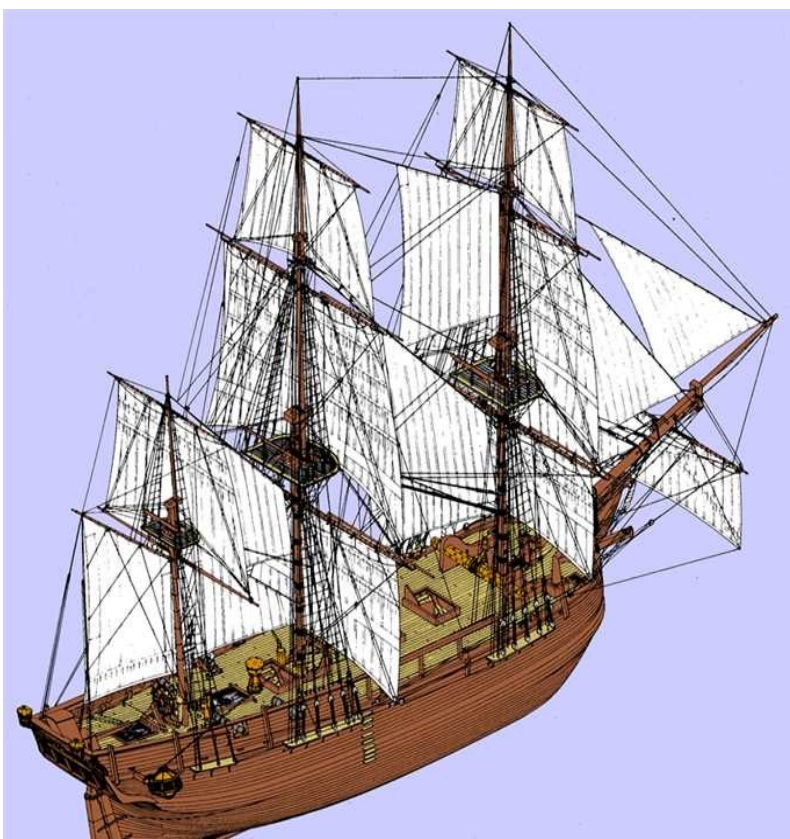


## What are the “CORE” muscles?

There are as many as 35 muscle making up the “Core” and they all play very important roles in our daily lives. The Core muscles are the bodies stabilizers running up and down and across the mid-section of your body essentially connecting the top part of the body to the bottom part and act a bit like the many stay wires on the tall mast of a sailing vessel. They are responsible for things like pelvic tilt angle, spinal integrity and stability, spinal rotation, spinal flexion and posture just to name a few.

Imagine the tall mast of a sailing vessel with its many stay wires securing it to the vessel. If all the wires are strong and tensioned correctly and the load spread evenly, the sailing vessel should have no problems if it encounters some unexpected stormy weather, it’s rigidly secured mast should manage. But again imagine the same sailing vessel, but this time some of the wires are loose, some are over tightened, some are damaged and perhaps some are even missing. The vessel might sail just fine while the weather is calm, but if was to get caught in a stormy sea, well, anything could happen, the mast may even break!

This same analogy can be applied to our Core Muscles. Lack of exercise, bad posture, slumping and slouching when we sit, lack of flexibility and flexion, and strengthening only a few of the Core group of muscles, eg just crunches (rectus abdominis), contribute to an imbalance of muscle tone and strength increasing the potential of a future injury. The ROCK 360 is unique in that it is the only product on the market that allows all these very important muscles to be used and strengthened safely and effectively.



## Common Problems Associated With Having Weak “CORE” Muscles

### Lower Back Pain

One of the primary tasks of the Core Muscles is to support and stabilize the spine and pelvic girdle, a process commonly called “Postural Alignment”. One of the major contributors to bad postural alignment is the dropping of the front of the pelvic girdle called Anterior Pelvic Tilt. This occurs when the Core group of muscles attached to the front of the Pelvic Girdle are unable to keep the Pelvic Girdle raised to the correct angle in relation to the spine. This causes the lower back, the Lumbar region, to curve inwards excessively. This causes the lower vertebrae to tilt on each other squashing and deforming the discs between these vertebrae. If these discs deform enough they will bulge out (herniate) and press against the surrounding tissue and nerves causing inflammation and pain along the nerve pathway. The pain may vary from slight to very severe depending on where the bulge is, how big it is and which nerves it presses against.

### Incontinence

Incontinence is the involuntary leaking of the bladder and/or the bowel and is an embarrassing yet common problem experienced by a growing number of people every year. It may be due to a number of factors like old age, child birth or trauma to that area. In many cases it is simply due to the weakening of the pelvic floor muscles which are the layer of muscles that support the pelvic organs and span the bottom of the pelvis. The pelvic organs are the bladder and bowel in men, and bladder, bowel and uterus in women. In many cases this condition can be better managed or even cured with exercises which use and strengthen the pelvic floor muscles which are a part of the Core group of muscles.

### Kyphosis

Another common problem that can occur from, or be made worse by incorrect posture is the rounding of the upper spine and shoulders commonly known as kyphosis. Although this condition can be a natural deformity of the spine, it is generally agreed that movements that promote strength and flexibility in the affected area may greatly improve this condition. As well as the upper spinal curvature, sufferers generally find their shoulders round forwards and this combined with the curvature reduce the sufferers lung capacity. This reduces oxygen uptake and makes the sufferer feel tired and lethargic.

