



**NO MORE NECK PAIN
5-STEP ACTION PLAN**

Neck pain is frustrating. That nagging feeling of tightness in your neck and shoulders. That lingering soreness that you worry will trigger a headache at any moment. The feeling of fatigue where your shoulders round forward and you can barely hold your body up.

If you are frustrated with neck pain,
If you are sick of feeling a burden of stress on your shoulders,
If you are ready to say goodbye to eyestrain and headaches...

Then you are ready for the no nonsense *No More Neck Pain Action Plan!*

Quick, Check Your Posture

While reading the No More Neck Pain Action Plan perform a quick self-assessment. Right now, are you looking down to read? If you are, then you have forward head posture.

With proper neck posture your ears are aligned over your shoulders, your shoulders are back with your chest forward, and your eyes are parallel to the ground.

Did you know that when you bend or jut your head forward it increases the amount of pressure on your neck and shoulders? Looking down at your phone in “Tech Neck Posture” can add up to 60 pounds of stress to your cervical spine!

Jutting your head forward to look at your computer screen is also a common cause of neck pain. Plus, while staring at a screen it's not just your neck that is affected, there is also hyper stimulation to your eyes that can result in eyestrain, headaches, and migraines.

Correcting your posture is an important component of the No More Neck Pain Action Plan.

No More Neck Pain 5-Step Action Plan*

Step #1: Perform Self-Massage

Identify the areas you are feeling stiff and sore. Bring awareness to these areas by stimulating your muscles and sensory system with self-massage. Determine what kind of self-massage you prefer, you can stimulate the area with light or deep tissue massage with your fingers, or you can use an at-home vibratory massager or massage device. Perform self-massage until you feel the muscles loosening. This should be soothing, not painful.

Step #2: Neck & Shoulder Mobility

Your joints are designed to move. If you feel stiffness in your neck mobilize your joints to release tension and prevent stiffness. Mobilization opens your joint spaces allowing for lubrication. To mobilize your neck, lean your neck to one side, then allow it to fall forward and around to the other side. Repeat 5 times on each side to move your stiff joints.

To mobilize your shoulders perform 10 small shoulder circles bringing your shoulders back and down. As you circle your shoulders back keep your head up and your eyes forward.

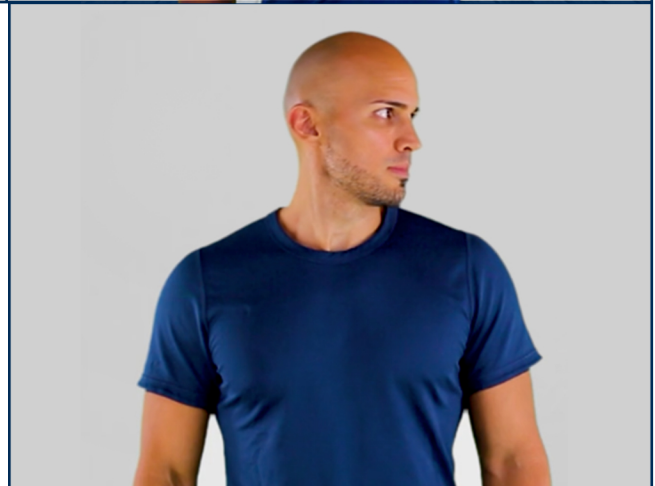
Step #3: Stretch Tight Neck and Shoulder Muscles

Stretch the muscles surrounding your neck and shoulders that support your head. Hold each stretch for 30 seconds, feeling your tight muscles lengthening.

1. Lateral Neck Stretch: Stand up straight in proper posture. Bring your left ear toward your left shoulder. You should feel a stretch on the right side of your neck down to your right shoulder. To intensify the stretch place your left hand on your head and slightly pull your head closer to your shoulder (do not yank, twist, or torque your neck). Hold the stretch for 30 seconds and perform on both sides.



2. Neck Rotation: Stand up straight in proper posture. Rotate your head to the left looking over your left shoulder. Keep your shoulders relaxed and down. You will feel a stretch on the right side from your neck to your right shoulder. Hold the stretch for 30 seconds and perform on both sides.



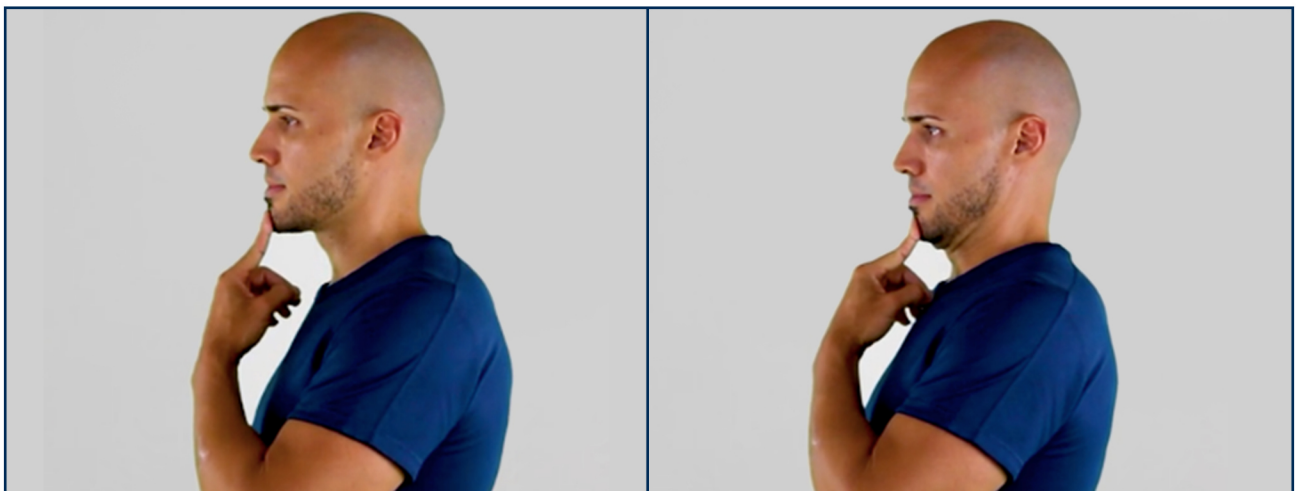
3. Suboccipital Stretch: The suboccipital muscles are the small muscles in the back of your neck that support your head. Stand up straight in proper posture. Keeping your eyes parallel with the ground, retract your neck back with your finger on your chin guiding your head back. From the retracted position, drop your chin down lengthening the muscles in the back of your neck. You should feel a stretch in the upper part of the back of your neck down to the base of your neck. Hold the stretch for 30 seconds.



Step 4: Reverse Posture Exercises

Reverse Posture Exercises reverse the common postural distortion pattern of forward head posture. The purpose of the exercises is to retract your head back so your ears are aligned over your shoulders. Proper head posture reduces tension to your neck.

1. Neck Retractions: Stand up straight in proper posture. Place your finger on your chin and keep your eyes parallel with the floor. Retract your head back and hold the retracted position for 10 seconds. Relax your face and your jaw. Perform 5 neck retractions holding each retraction for 10 seconds.



2. Cervical Distraction: Stand up straight in proper posture. Use a towel or a band to support your neck. Place the center of the towel or band behind your neck and hold on to each side. Drop your head back and hold the position for 30 seconds. If you cannot hold the position for 30 seconds, begin by holding it for 10-15 seconds. While performing cervical distraction be sure not to cross or wrap the band or towel around your neck, this can result in serious harm.



Step 5: Healthy Tech Posture Habits

Healthy Tech Posture Habits will help you maintain proper posture while at work and while using your devices in your spare time. Poor tech posture is one of the most common causes of neck pain and forward head posture, so it is a must to transform your unhealthy tech habits. Follow these simple steps.

1. Bring Your Device Up to Eye Level: While looking at your smartphone bring your phone up to eye level. Pull your elbows in to your sides, rest your elbows on your body, and hold your phone up so you don't have to drop your head down to see the device. Keep your head up and your eyes looking forward.

2. Raise Your Computer Monitor: While using your computer bring your computer monitor up to eye level to avoid looking down for a prolonged period of time. You can use an ergonomic raiser or place an item such as a book or a box under your monitor. Keep your head retracted back so your ears are aligned over your shoulders while typing, and keep your eyes level. Avoid squinting forward allowing your head to be positioned in front of your shoulders.

3. Use a Headset to Talk on the Phone: While talking on the phone use a headset instead of holding the phone to your ear and tilting your neck to one side. Walk and talk, or stand up in proper posture while on the phone. Keep your head level and aligned over your shoulders.

The No More Neck Pain Action Plan will help you overcome neck pain and prevent it from coming back. Neck pain is frustrating, it hurts! Unfortunately neck pain is common and postural distortion patterns are on the rise.

You can prevent poor posture and neck pain with the No More Neck Pain Action Plan. Implement these 5 steps daily to feel better and have healthier posture.

It's posture by design, not by circumstance.

*If you feel discomfort, pain, dizziness, nausea, or tingling while performing these movements, stop immediately and consult a physician.