



FORGET ALL YOU'VE EVER KNOWN OR THOUGHT ABOUT BACK BELTS

No industry has suffered the extent of confusion, contradiction and outright lies, than the back support business. It was all about the elastic “girdle” supports, which were never beneficial, and never could have been beneficial, but they still dominated the conversation. We are happy to introduce the patented BACK-A-LINE, which will revolutionize the back belt industry as we know it, as it alone addresses the true cause of back injuries. We have proven scientific results which can be reduced to four statements:

- 1) A paper from Harvard Medical School demonstrated that a “curved, firm surface” created “proprioceptive feedback”, coercing the body to move in a safer way – without the conscious mind getting involved. This is the only way to change decades-old – but bad – spinal mechanics.
- 2) Two peer-reviewed studies from Miami (OH) University found that Back-A-Line maintained a safer lumbar curve – in a “reaching mode”, without the obvious risk of heavy lifting – and attributed the result to “proprioceptive feedback”.
- 3) Back-A-Line is the ONLY product EVER granted the Seal of Acceptance from The American Osteopathic Academy of Sports Medicine, who also praises the “proprioceptive feedback”.
- 4) Back-A-Line has a patent on “curved and firm”, in a wearable back support, so there is no other way to create “proprioceptive feedback”.

Yes, proprioceptive feedback is a big deal. You could call it “behavioral ergonomics” because it works at the subconscious level, the only way to correct long-held – and poor – postural habits.

Because the girdles got there first and were able to – falsely – suggest “lifting” was the primary cause of back injuries, lifting therefore became the “primary cause” any time there was back injury. But “lifting” is no more than a “proximate” cause. The primary risk for back problems can be stated – a little simplistically – as: It’s not WHAT you lift, but HOW you lift and HOW you do everything else.” If you don’t address – and minimize – the cause, you can’t reduce the risk. If you accept that premise, you now have the only solution.

REAL WORLD RESULTS

Although your client base is not active in the industrial sector, they do rely on science. You should know that Back-A-Line has conducted over 57 evaluations, with over 1,700 participants, in a broad range of industries, where the results can be translated to the medical supply field. The surveys have shown that, typically, 40% of industrial workers began the evaluation in what is considered the Danger Zone – those who rate their end-of-day pain as “significantly tired” – or much worse. 75% of them self-reported themselves in the Safe Zone at the end of 21 days.

OTHER BENEFITS

It's a well-known fact that the elastic girdles cause muscle atrophy by replacing the need for the muscles to activate. That's why they supply them with suspenders and a cautionary "Tighten when lifting, release when not", which makes them totally ineffective in all non-lifting activities. Back-A-Line not only activates the spinal muscles, but its non-stretch belt also offers isometric resistance against which the abdominal muscles will activate. In fact, the results from a US Army study suggest that Back-A-Line increased "core strength", one of the current hot buttons.

FROM THE EXPERTS

Sports Medicine – In evaluating the product, Back-A-Line was reviewed by a panel of expert physicians. Some of their comments:



"The rigid, firm lumbar support is ideal, and I like the idea that there is less elasticity in the product as opposed to the current ones on the market. I believe that this belt is the best one that I have evaluated to date."

"The product does do what it is advertised to do. If this product is used properly and at the proper time it can be very beneficial to the user. In fact it creates or suggests better postural alignment it should call into play balanced muscle activity to activate and restore proper muscle function and thus continue to enhance strength and endurance."



"We particularly like Back-A-Line's design when compared with the common elastic belts seen so often these days. The risk of muscle atrophy is caused by elastic belts doing the work that the muscles would normally be recruited to do. In contrast, Back-A-Line, with its non-stretch belt, will stimulate the abdominal muscles by providing isometric resistance for them. Similarly, with its lumbar pad to promote lordosis, the Back-A-Line should stimulate the spinal muscles as well."

Chiropractic - International lecturer, Inventor of the "Back Companion" and other health related products, Dr. Guy Doran writes:



"This is the first belt I have seen that provides abdominal and postural support at the same time. Some of my post surgical patients won't go anywhere without it. The stiff, rounded quality of your lumbar pad maintains the proper lordotic alignment [spinal curve] to protect the lower spine. Promoting good posture alone should be a major contributor to back pain reduction, but the pressure of your pad against the back muscles seems to provide a further alleviating effect. I highly recommend this belt to my patients. I wish you the best. You deserve it for this product."

We are partnering with BIOflex Magnets as they have a patent and peer-reviewed studies documenting the only technology that creates a contiguous magnetic “field” to enhance their pain relieving benefits.

The reason for the magnets is simple. Although BAL will correct spinal mechanics going forward, nothing can be done about past damage to the spine, Disks can't get fatter, and ligaments can't get shorter, etc. If you experience back pain most of the time - at any level - you have what we call "residual pain". This is where the magnets come in. Back-A-Line is the best back support, patented and with peer-reviewed studies, just as BIOflex has the best magnet design. We have combined the two for the ultimate solution to back pain and injury.

We filed a patent pending on the combination of these two technologies which specifically target chronic back pain sufferers, about 30% of the population. We have no doubt this combined unit will become the “default” back support, whether someone believes in magnets or not. The American Osteopathic Academy of Sports Medicine is already evaluating this version with the intention of awarding another “Seal of Acceptance” and notifying all their member physicians about the availability of this “ultimate solution”.

We have applied for a HCPCS code covering the combined unit and expect to be notified spring or summer of 2013. Currently our Standard Dynamic Back Support is reimbursable through Medicare. HCPCS code for L-0626 (reimbursement of \$60 - \$65, depending on state).

“Poor spinal posture is the root of all (back) evil.”

Poor posture, lifting or not, is a major cause of most back injuries. Once you accept this axiom, the course of action is clear. If you don't, review the following studies:

- 1) A study at Ford by Don Chaffin, Larry Fine and Laura Punnett found that “non-neutral trunk posture” was the biggest indicator of a pending back injury. (Subjects worked at assembly lines and lifted very little (if at all), yet they had a typical level of back injuries)
- 2) A study by Donkijowski reported “only 4% of all back injuries are “one event” situations. In other words, poor posture, whether lifting or not, slowly weakens the spinal structure (RMI), until structural failure is the result. The activity at the time of injury is not very relevant.

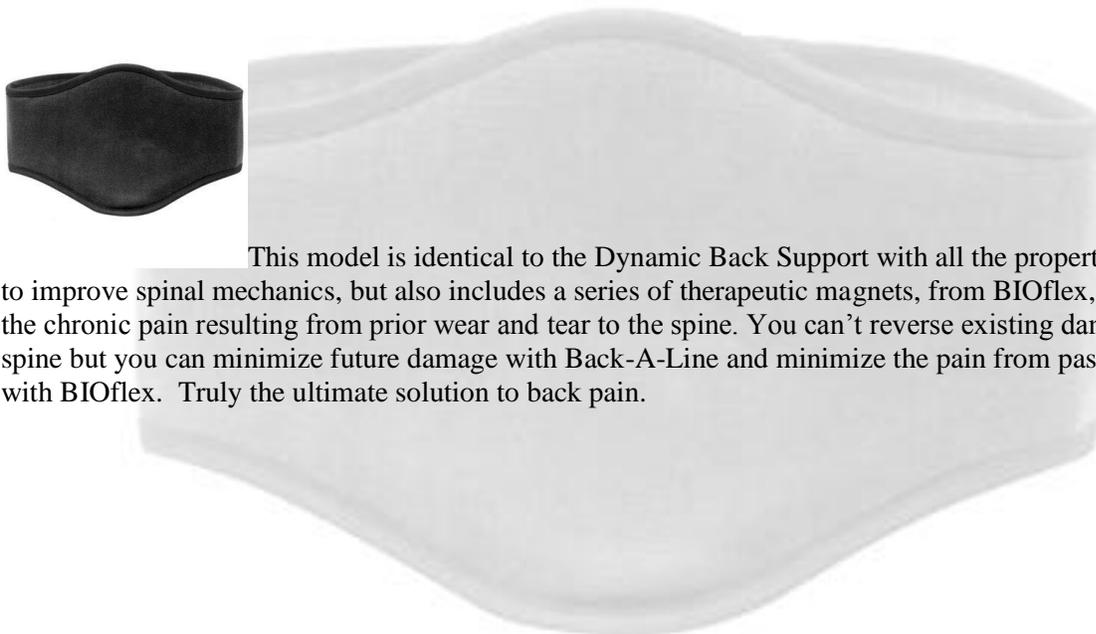
CONCLUSION

Didn't your mother tell you to sit up straight? She was right. Poor postural habits are "hard-wired" into our body mechanics, resulting in injuries and pain. This ergonomically designed lumbar back support belt has a distinctive edge over leather, elastic and athletic back belts. Because of its orthopedic components, Back-A-Line corrects spinal mechanics while offering curved and firm support, creating maximum protection against back injuries no matter how strenuous. The breathable, washable lining wicks away perspiration, so all you feel is the ultimate in comfort and protection. That's why Back-A-Line is the **MOST ENDORSED BACK SUPPORT IN AMERICA!** Pretty hefty claims, but we can "back" it up with proven science and a solid guarantee.

BAL Dynamic Back Support

Our Dynamic Back Support model reduces your lower back pain with a snug-fitting back support, and an additional Velcro strap that ensures firm lumbar support, even in strenuous work or play. Breathable, washable fabric. Sweat resistant wick-away lining.

BAL Dynamic Back Support with BIOflex Magnets



This model is identical to the Dynamic Back Support with all the properties needed to improve spinal mechanics, but also includes a series of therapeutic magnets, from BIOflex, to address the chronic pain resulting from prior wear and tear to the spine. You can't reverse existing damage to the spine but you can minimize future damage with Back-A-Line and minimize the pain from past damage with BIOflex. Truly the ultimate solution to back pain.