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JULY 2, 2010: LOS ANGELES EYEWITNESS NEWS:

"GET THE MOST OUT OF YOUR ABDOMINAL WORKOUTS"

IT'S NOT TOO LATE: 3 CITY TOUR with Lee Brandon, CSCS

BIRMINGHAM, ALABAMA: BIRMINGHAM MARRIOTT

ORLANDO, FLORIDA: DISNEY WORLD RESORT.

CLERMONT, FLORIDA: NATIONAL TRAINING CENTER

IRON-CORE SUCCESS STORY



Get the most out of your abdominal workouts

http://abclocal.go.com/kabc/story?section=news/food_coach&id=7534984

Friday, July 02, 2010

LOS ANGELES (KABC) -- Sit-ups and crunches are great ways to workout abdominal muscles, but if you're doing them wrong, you're wasting your time.

At first glance, it appears to be something you'd order on late night TV, yet the AB-Inforcer might surprise you. It claims to guide your movements so you're not wasting your time in the gym.

"It's a generic orthotic for the spine and it uses light, sound and vibration to let you know if you're doing your core exercises properly," explained Lee Brandon, the creator of the AB-Inforcer.

Brandon says it can stretch, strengthen and rehabilitate your body's core using sensory cues.

"It's the ultimate musical instrument for the spine," said Brandon.

At 17 years old, Brandon had an accident that nearly amputated her arm. So, she took up guitar as a form of hand to brain bio-feedback. Years later as a strength trainer and golf champion, she developed the machine with the same principles in mind.

"It uses three points of stability the same way that the guitar provides vibration and sound," she described.

The motto is, "Turn your lights on."

The head and spine are placed on sensors with buzzers. Monitor lights show if the abdominal muscles are firing

correctly or not.

This machine won't lie, which is something physical therapists and doctors appreciate.

"The thing about it is, people cheat. They're going to start using their neck muscles. When they're trying to do sit-ups, their head is trying to pull their body," said Alex Youssefian, a physical therapist with U.S. Health Works. In other words, you can do 100 crunches, but if you're doing them wrong, you're wasting your time.

Even athletes sometimes perform core exercises improperly.

"Many times in yoga or Pilates, they're doing a flat back on the floor routine so there's no lordotic arch anymore, which is vital to maintaining spinal health. You have to have the lordotic curve while you're performing the exercises," emphasized Dr. Joseph Sullivan, a chiropractor.

"If you're not sure where to do that exercise or where to benefit the spine the best, then what happens is that it winds up only training the strong component of your body. So what's strong gets stronger and what's weak gets weaker," explained Brandon.

"One thing we all have in common is the bending and the lifting. So, the spine ultimately needs to be retrained to hold onto neutral and turn on the correct core stabilizers," Brandon added.

To own one, you'll have to pay about \$595. It's pricey, yet some fitness professionals and gyms are putting them into their program. This machine might just be the ticket to prevent injuries down the road.

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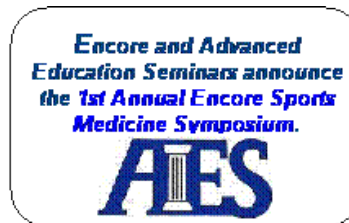
IT'S NOT TOO LATE TO COME OUT AND JOIN US!!!

**...This summers 3 City "Spine-Sparing" Tour
kicks off July 10th, 2010**



..."Please come on out and join us at one of these exciting events. It would be an honor to see you there."

Lee Brandon, CSCS, 2 Time Women's World Long Drive Champion, Head Strength Coach at Hofstra University 1986-1990, Assistant Strength Coach for NY Jets 1990-1991



ENCORE SPORTS MEDICINE SYMPOSIUM

SATURDAY, JULY 8-10TH, 2010: BIRMINGHAM ALABAMA

EARN UP TO 21 CEU'S, AL, MS, TN, NATA APPROVED

LOCATION: BIRMINGHAM MARRIOTT, 3590 Grandview Parkway, Birmingham, AL. #205-968-3775

ENCORE REHABILITATION AND SPORTS MEDICINE is proud to announce that more than 15 presenters from all over the country will speak on the latest technologies and concepts in Physical Therapy, Athletic Training and Sports Medicine. Courses will focus on subjects including assessment capabilities, preventative measures and emergent rehabilitative techniques.

SATURDAY, JULY 10TH, 2010:

10:15-11:45 Main Lecturer is Lee Brandon, CSCS from LA.

SPINAL TRIANGULATION: SPINE SPARING TECHNIQUES FOR PERFORMANCE.

OBJECTIVES:

- 1. Provide most current training methods based on science and cutting-edge knowledge in the field of fitness and sports performance training.**
- 2. Enhance the practical skills and applications for a functionally integrated training program.**

3. Teach progressions that can be used to hasten results and inspire patients/ athletes to long term healthy habits.



FRIDAY, JULY 16TH, 16TH, 2010 AT 4:00 PM: Main Lecture Hall. Lee Brandon, CSCS

ABS FOR PERFORMANCE: HOLLOWING VS. BRACING

"What is the best training strategy to produce dynamic core stabilization?" Lee will discuss which core stabilizing techniques can be incorporated for maximum improvement in function and performance.



MONDAY, JULY 19TH, 2010: 12 PM TO 2 PM: NATIONAL TRAINING CENTER IN CLERMONT, FL.

Lee has been invited to present to the South Lake and Orlando Hospitals in Florida at the National Training Center on Monday, July 19th, 2010. It will be an in-service to Health Care Practitioners (PT's and PTA's, Strength Coaches and Occupational Therapists and staff) from 7 hospitals in the Orlando area. The staff will be shown how to use the AB-Inforcer Core Bio-feedback Trainer as a tool in their arsenal inside their clinics for training, "bad backs to elite performance".

SUCCESS STORY: (more at longdrivechamp.blogspot.com)



"Lee, you and the [AB-Inforcer](#) have truly given me an incredible foundation that I know will last a lifetime. I'll be looking forward to making more progress in the months ahead."

-Age: 28
-Investment Advisor

AB-Vanced NEU-Spine Technologies, LLC
7985 Santa Monica Blvd. Ste 109-508 | Los Angeles, CA 90046
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