

**Lee Brandon's July 2008 Quarterly Newsletter:**

1. AB-Inforcer® Update: EVENTS AND TRADESHOWS:
  2. AB-Inforcer® "HOT OFF THE PRESSES" Publicity:
  3. AB-Inforcer® "Lights On" Success Stories
  4. New Projects:
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1. AB-Inforcer® Update: EVENTS AND TRADESHOWS:

- **National Strength and Conditioning Association Southern California State Clinic: (NSCA)**



Last April Lee spoke at the clinic and introduced her revolutionary theories on "**Spinal Triangulation: Posture = Power**". It was a huge success! She also demonstrated how the AB-Inforcer® is an integral step in teaching "simple to complex" progressions, moving from supported to unsupported movement. Thanks to Dr. Koh for hosting such a beautiful venue. Thank you all for your interest and for stopping by the booth. We look forward to seeing you all again next year.

Look for the DVD and new video's on [www.youtube.com/abinforcer](http://www.youtube.com/abinforcer).

See all the pictures from the event <http://www.spikeengineering.com/laurie/Lee/index2.html>

- **National Athletic Training Conference and National Convention in St. Louis: (NATA) in June, 08.**



Thanks to all of you that stopped by the Shuttle Systems booth and took the **AB-Inforcer® Challenge**.

- **National Strength and Conditioning Association presents: the National Conference and Exhibition at Paris Hotel in Las Vegas Nevada July 9-12, 2008. <http://www.nscalift.org/NatCon2008/>**

We invite you to stop by the Shuttle Systems booth #517 and 519 and hope you will take the **AB-Inforcer® Challenge** to experience for yourself what all the pro's are "raving about"!

***National Conference and Exhibition***

Paris Hotel & Casino, Las Vegas, Nevada • July 09 – 12, 2008

... CLICK HERE TO REGISTER TODAY ...

<http://www.nscs-lift.org/NatCon2008/> (use this link to register)

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## 2. AB-Inforcer® “HOT OFF THE PRESSES” Publicity: June 2008

- **People Magazine Highlight:** [The Fit 5: Tips to Feel \(and Look\) Like a Star! - GET AN 'IRON CORE'...](#) Robert Downey, Jr., and Exercise Physiologist Brad Bose worked out using the AB-Inforcer® for his core strength and postural awareness to prepare for his role in “Iron Man”.  
[http://www.people.com/people/package/gallery/0,,20196731\\_20201739\\_3,00.html](http://www.people.com/people/package/gallery/0,,20196731_20201739_3,00.html)

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### GET AN `IRON` CORE

Credit: <http://www.people.com/people/package/gallery/0,,2019>



“To sculpt his body for Iron Man, Robert Downey Jr. endured rigorous workouts at the hands of trainer Brad Bose. One of Bose’s favorite toning tools for his celebrity clients? The AB-Inforcer, a device that gets your spine in a neutral mode to work your core muscles properly and uses sensory feedback to alert you when you’re out of alignment. “It teaches the difference between using your abs and using your hip flexors,” says Bose, “which are usually the root of a lot of postural problems.” Tighter abs and better posture? Sign us up! – Maureen Harrington  
Related Links: [Robert Downey Jr.](#)

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- **Dr. Stuart McGill, PhD, internationally known expert for Spine Biomechanics research visits the LA area.**

We (Lisa Wojo, VP and Lee Brandon, President of ABNST, LLC) had the privilege of having dinner with Dr. McGill and discussed many important training topics. One topic of extreme interest was the theory of “Spinal Triangulation” for the spine as it relates to athletic movements, in



particular the golf swing. We'll keep you posted as to when the book is coming out!

If you don't have Dr. Stu's book on **ULTIMATE BACK FITNESS AND PERFORMANCE**, I highly recommend it for all those with Spines! [www.BackFitPro.com](http://www.BackFitPro.com)

### **3. More "LIGHTS ON" RESULTS AND SUCCESS STORIES:**

#### **"SKATEBOARDER'S ROCK HARD CORE"**



***Rob Dyrdek is a professional skateboarder***

***and co-star of the MTV reality show Rob & Big.***

"In my nearly 20 years as a professional skateboarder, I have been approached by countless fitness professionals and kinesiologists claiming to have an innovative piece of training equipment that would forever change the way I trained and strengthened my core. I must admit, at first glance, I felt that the AB-Inforcer® was just another gadget that would tell me things I already knew about my body. Man was I wrong! The AB-Inforcer® is the first and only tool I have ever encountered that not only detects and measures asymmetries in core strength, but can also be used as a tool for everyday training, monitoring progress, and ultimately creating a rock-solid core. I have never felt stronger, and my skating has never been better, and that is in big part due to the integration of the AB-Inforcer® into my daily workouts. I cannot say enough good things about Lee Brandon and the AB-Inforcer®. Thank You!" [www.robdyrdek.com](http://www.robdyrdek.com)

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#### **YOUNG PERSON WITH PARKINSON'S SUCCESS STORY: Lee in Florida, Age: 44**

"I was diagnosed with Parkinson's in 2000 at the age of 36. I am now 44 years old and I have had lower back spasms and neck spasms causing headaches for years. I went to a Physical therapy for 5 years, 2 times a week to help manage the pain. Standard protocols were used: ultra sound, massage, stretching and some core training was done and that would help for 2 days and then the pain would come back. I have been using the AB-Inforcer® for 7 weeks now and I am not having any back or neck spasms and I can walk pain free for the first time in years. I know this is a non-medical device, but all I know is that it works and forces me to maintain good form while doing my core drills without cheating.

My last PT visit was April 23, 2008. At that time my lower back and my legs were very weak. I was also having lower back spasms and pain. I hurt to walk. My endurance and balance were challenged.

The Physical Therapist always tested my body using a battery of standard strength and balance tests for my hands, feet, gait and posture. Using a grip dynamometer (a tool to test hand strength), my right hand strength in April tested 35 and my left hand was 20.

After using the AB-Inforcer® for 7 weeks I went back to the Physical Therapist on June 10, 2008 for him to re-evaluate and re-test me. My right hand strength is now 60 and my left hand is 50. For the second test, the therapist layed me on my back and put my right foot in his palm of his hand, told me to push with my leg against his hand. I pushed him into the wall and I did the same with my left leg. In the past I could not move him!

I had not told the therapist that I had started a new core training program using the AB-Inforcer® for bio feedback. He stood there with a look of disbelief; I have been going to him for 5 years, 2x's a week and my lower back and legs muscles were getting very weak. After only 8 weeks of using the AB-Inforcer® twice a day, I no longer had lower back spasms and my muscles got a lot stronger. He said on a scale between 1-10, 10 being my muscles are the strongest, he gave me an "8". My original scores over the last 4 years have been "2's".

7 weeks ago I was at a "2"! He wants me to keep working with the AB-Inforcer® because he feels it's helping my muscles turn on and improve my posture and balance."

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**Warehouse workers use the AB-Inforcer® in work hardening program at a National Distribution Pharmaceutical Warehouse under the direction of [DaNeille R. Davis, ATC, CSCS, CHPD, Director of Health and Wellness](#)**

- ✓ The AB-Inforcer® is being used in a logistics/distribution center
- ✓ Warehouse colleagues are using it to improve their core musculature during lifting tasks.
- ✓ Fitness Center members are using it to strengthen their abdominals and core.



- ✓ Quotes from warehouse workers:
    1. "When you get on it, you instantly feel your abs working. The feedback does not allow you to cheat!"
    2. "It's much harder than it looks!"
    3. "The feedback is great because you are instantly reminded that you are not keeping your abs tight."
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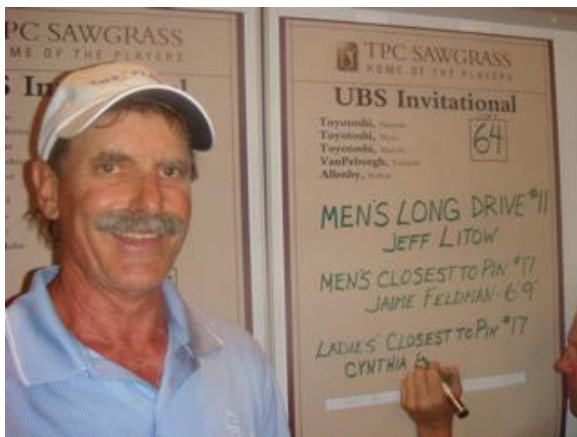


**Commodities Broker: Matt, age 27**

“6 months I have been working out using the Lee Brandon and the AB-Inforcer® training progressions. Not only do I feel 100 times better in so many ways, but I have put on 15 pounds of muscle and 20” inches overall. Whether it's weightlifting in the gym, sprinting on a track, running at the beach, or just all around enjoying life, I feel so much more powerful and explosive. I thought I was fit before, but this process has brought me to new levels naturally that I did not believe were possible!”

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**TPC Saw Grass Pro AM Long Drive Champion: Dr. Jeff Litow, MD., age 67**



“I won the TPC Saw Grass Pro Am Long Drive event in May with a drive of 291 yards. I came to Lee and trained using the AB-Inforcer® and the Simple to complex Neu-Spine® exercise progressions for less than 6 months and got incredible results. When I met Lee I had some back pain and spine issues, and drove the ball 200-220 on a good day. Now I am out driving myself by 50-90 yards in the same conditions. Incredible!”

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**4. NEW PROJECTS: The Salute Military Golf Association (SMGA) <http://www.golfsalute.org/>**

The Salute Military Golf Association (SMGA) is a 501(c)(3) non-profit corporation whose mission is to provide rehabilitative golf experiences for combat-wounded veterans in an effort to improve the quality of life for these American heroes.



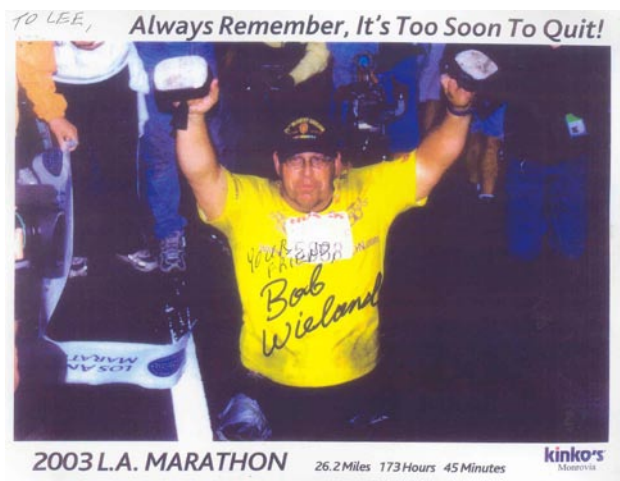
Lee Brandon, CSCS: Founder and President of AB-Vanced NEU-Spine® Technologies, LLC and 2 Time Women's World Long Drive Champion, is a survivor of a near amputation of her left arm. Deeply touched by loss, she has dedicated her energies to promoting organizations like SMGA to help provide motivation, inspiration and education around "Core training" to our challenged heroes.

Brandon says: "It is our obligation to help these young people coming home to a new and challenged life! We have had tremendous success thus far using the "core biofeedback training system" called the AB-Inforcer® with low extremity amputee's here on the west coast. It is our hope and belief that the AB-Inforcer® will become an invaluable core training tool in the re-hab regimen of our injured warriors. When used in their training arsenal, this technology will expedite the strengthening of the core muscles and help the survivors learn additional motor control necessary for their new prostheses. Once the new skills are learned the veterans will use balance, core control and then golf skills to lead them on their path to recovery.

Bob Wieland, "Mr Inspiration", a Vietnam War Veteran says, "It is difficult to train your core as a double amputee. The AB-Inforcer® isolated CORE muscles I had not felt in years! This will help so many of our vets in the similar situation."

Jim Estes, the President of SMGA, is discussing bringing Lee in for a series of educational and motivational clinics. The goal of the clinics is to educate the Vets about the importance of core strength, encourage them to embrace their new challenges and also to inspire them by putting on a long ball driving exhibition. Lee says: "there is life beyond loss. It is a very different life, but one filled with different goals and many new amazing things to accomplish. I know on a deep and personal level how important it is to have hope and specific goals when one is trying to overcome such trauma. SMGA is a great program and more people need to know about the battle these returning young men and women are facing when coming home. It is an honor and a privilege to be involved in this amazing program."

We are looking forward to future participation and we'll keep you posted as more details become available.



**Bob Wieland, "Mr Inspiration", a Vietnam War survivor**