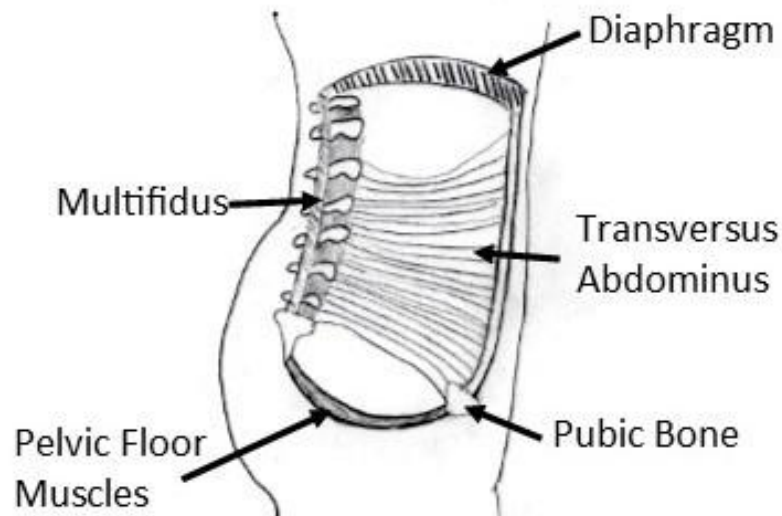


WHY YOUR CORE IS ON STRIKE

# Get to the bottom of your **BLADDER DYSFUNCTION WITHOUT MEDICATION OR SURGERY**

---



## GET TO THE CORE OF THE PROBLEM!

If you struggle with bladder issues - **so bad that it can even stop you from doing activities that you love like walking, running, exercising or being intimate** - then reading this may be the most important step you take in changing your life this year. It can unlock the mystery of your “new normal” after having a baby, injury or surgery. Maybe you have no obvious reason for this problem or you have seen multiple doctors and providers who have not offered solutions for your condition other than medication or surgery. I am here to tell you there is an answer that doesn’t involve side effects and there is hope!

We have seen thousands of individuals in our clinic since 2009 who have suffered in silence. Our team of specially trained physical therapists understand your frustration. We

---

---

have personally experienced some of the same problems, which is why we want to share the benefits of healing with you! The basic education and training that most medical practitioners receive does not cover pelvic muscle syndromes. In this program, you will benefit from the countless hours we have spent over more than 20 years learning and developing a system that actually works! The CORE might be the missing piece; if the core musculature is not working well, other muscles will try to help, resulting in muscle dysfunction.

Think of the CORE as the first string on a team. When there is an injury, the inherent control of these muscles is altered and TEAM CORE is benched. The coach, or the brain, sends the second string team into the game, but the team struggles until TEAM CORE is back in the game. The problem is, TEAM CORE does not receive the proper rehab and becomes so frustrated that it stays home from the game and gives up hope of ever returning. Sound familiar? **The reason your CORE is not functioning optimally is NOT YOUR FAULT!** You most likely did not receive the help you needed *at the time your core was disrupted*; during and after pregnancy, surgery or trauma sustained during falls, injuries or playing sports. This is a very predictable pattern. The good news is that there is also a predictable pattern of recovery once inflammation, pain and movement loss is addressed.

## THREE STEPS TO A HEALTHY CORE

1. **REDUCE INFLAMMATION AND PAIN** - Swelling is a natural response to protect tissues from harm, however chronic inflammation can compress blood vessels, nerves and muscles. Inflammation in the gut from the Standard American Diet (SAD) inhibits muscle function through the *viscerosomatic reflex*. Imagine tightening your abdominal muscles or fitting into tight pants when you are bloated or in pain. Constipation and voiding dysfunctions contributes further to abnormal muscle patterns. The pelvic floor muscles are designed to relax during urination (peeing) and defecation (pooping), but do the opposite when there is pelvic floor dysfunction. You will learn from our expertise how to reduce inflammation and abnormal muscle tension by getting to the *source* of the problem.

- 
2. **RESTORE MOBILITY** - Tightness in the hips or upper back (thoracic spine) can challenge the deep core muscles. In order for the lumbar spine (lower spine) to be stabilized by the core, the segments above and below it must be mobile. In many individuals with CORE issues, the opposite occurs. The hips and upper back are tight and the lumbopelvic region is weak. This can contribute to a vicious cycle of pain and dysfunction within the pelvis. In addition, the deep hip rotator muscles attach to the pelvic floor like the ends of a hammock and can affect muscle tension and joint alignment. Imagine pulling a hammock from one side (hip tension on one side) or from both sides to make it taut. You can learn to use this to your advantage by both releasing tension in the pelvic floor and activating the pelvic floor muscles through hip rotation.

*Adhesions* are also a factor when it comes to CORE muscle dysfunction, affecting the mobility of muscles, nerves, organs and blood vessels. Adhesions occur when the brain holds the connective tissue tight in order to protect what lies under the surface such as organs. Adhesions can occur after surgery, injury or trauma. Muscles function optimally when you learn how to *lengthen before you strengthen*. In other words, mobility needs to be restored before the core can function properly. You will learn from our experience how to restore normal connective tissue tension in order to improve movement.

3. **RETRAIN CORE FUNCTION** - The deep core is a team of four muscles that work together, or synergistically. You will be instructed in many ways to engage the deep core muscles using your breath. You will learn how to lengthen muscles on the INHALE so your core muscles can contract on the EXHALE. You will learn yoga and Pilates principles to encourage tight muscles to relax and weak muscles to contract. In addition to the deep core muscles, you will be instructed in exercises to strengthen your legs and buttocks muscles, including your gluteus maximus, the largest muscle in your body. You will learn how to downtrain “helper” muscles including the tongue, the strongest muscle in your body, in order to get the correct muscles working for you. At Healthy Core, we give you the tools you need to restore core function, even if it has been several years since you had a baby, surgery or injury.

---

## BONUS: BLADDER and BOWEL TIPS

In addition to getting to the bottom of your problem, we will empower you in ways to improve bladder and bowel function, as well as sexual function. This can prevent symptoms from returning and give you life-long skills for a healthy core. Here are a few things you will learn:

1. EXHALE to activate your core with lifting and exercise. For example, when you get out of a chair or lift anything, blow out and exhale at the start of the movement. "BLOW AS YOU GO."
2. Don't go to the bathroom "JUST IN CASE" which trains your bladder to hold less urine. Try spacing out your trips to the bathroom instead.
3. Stop and breathe deeply if you experience urinary urgency. Urges come in waves and will dissipate often within 30 seconds. Do not hurry or rush to the bathroom during the urge. You can also try briskly rubbing your hands together for 30 seconds to reduce the fight or flight response.
4. Avoid constipation by consuming enough water to keep your urine diluted and by consuming fiber. You will also learn how to massage your abdomen to promote gut motility and how to relax your pelvic floor by relaxing the tongue or glottis that is connected to your pelvic floor.
5. Move your body. Regular exercise can balance your blood sugar, maintain a healthy weight and reduce muscle tension throughout your body. "MOTION IS LOTION."

## EXTRA BONUS TIP: SEX!

We want you to thrive in every area of your life, including your sex life! Intimacy doesn't have to be affected by pelvic floor dysfunction. Muscles cannot contract properly if they are shortened by muscle knots or myofascial trigger points. You will learn how to identify what is restricting muscle movement and get to the bottom of the problem, literally. This allows the muscles to function as they were designed to, improving sensation and the ability to climax. You will learn how to take deep *diaphragm breaths*, known as *reverse Kegels*, and how to be a master of your pelvic floor when you complete this program!

---

## COMMON PROBLEMS RELATED TO CORE DYSFUNCTION

It is not uncommon to have more than one symptom related to core muscle dysfunction. These are the most common complaints related to core muscle dysfunction:

- Back pain, hip pain, knee pain or foot pain
- Diastasis recti (midline split of rectus abdominal muscles)
- Pelvic floor dysfunction
- Pelvic pain (abdominal pain, menstrual cramps, pain with penetration/ intimacy)
- Pelvic organ prolapse (bladder, bowel, uterus and/or urethra)
- Sacroiliac (SI) joint dysfunction, pelvic girdle pain (PGP)
- Urinary incontinence, urinary urgency, urinary frequency (going to the bathroom more than eight times in a 24-hour period) or nocturia (waking at night to void)

In conclusion, if you are avoiding social activities, exercise or intimacy for fear of not being in control of your bladder, it is time to seek help from an expert who can solve your problem. Even if you have had this problem for several years, as long as there are normal nerve connections from your brain, the CORE muscles can be retrained.

## TAKE ACTION NOW! THERE IS A SOLUTION!

Are you interested in a natural cure for bladder and core issues?

1. Stop constant trips to the bathroom and bladder leaks for good!
2. Resolve pain and muscle dysfunction without medication or surgery.
3. Get back to a healthy lifestyle, without limitations.

If this resonates with you, we want to work with you. We've worked with thousands of others to help them achieve a healthy core naturally! Call our office at 330-528-0034 to schedule an appointment so you can live life to the fullest with a HEALTHY CORE.