



Your posture is the first thing people notice. So why are you slouching?



POSTURE FACTS

- Women with improved posture become more attractive¹
- Men with good posture are seen as more successful²
- Waist size is reduced an average of 2 inches in women who improve their posture³
- People with good posture are more productive⁴



The iPosture

WHAT IS IT?

The iPosture is an intuitive, electronic device designed to improve posture. Just over one inch in diameter, the iPosture automatically senses when the body slouches, and it alerts the user with brief vibrations to correct it.

HOW DOES IT WORK?

The secret of iPosture is WINST[™], or Wearable Intelligent Nano-Sensor, a microchip that monitors stance several times every second. The iPosture is worn close to the skin of the chest and operates on a coin size battery; it warns the user when detecting any deviation

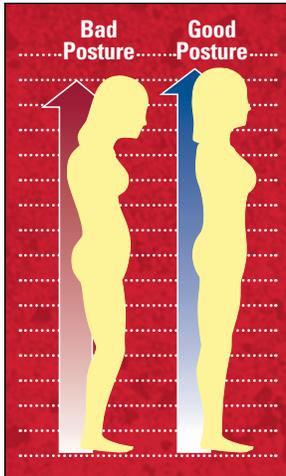
greater than just three degrees from the chosen posture that lasts longer than one minute. Specialized software filters spurious movements, which allows the iPosture to adapt to a variety of activities and body types. It can be worn clipped to the shirt or bra, as a necklace, or attached to the skin with special adhesive patches.



The iPosture can be worn as a pendant, adhered to the skin, or attached to the bra

One single button controls all the iPosture functions, and operating the device is simple: put on the device, stand erect, hold a good, comfortable posture, and briefly press the central button. The iPosture vibrates once, acknowledging that proper posture has been set. It can adapt to each person's unique body type. The iPosture can be reset at any time to allow the user to fine tune their best personal stance. Press the button for three seconds to pause it; lay it down on a table to turn it off.

Finally, Your Personal Posture Coach



THE IMPORTANCE OF GOOD POSTURE ON HEALTH (AND THE SCIENCE BEHIND IT)

- People with good posture are generally happier and more confident⁵
- Women with good posture are less prone to osteoporosis fractures⁶
- Men with good posture are twice as likely to keep their balance and function as they age⁷
- Posture correction and exercises can be more effective than other medical modalities for the prevention and treatment of back pain⁸



The iPosture uses advanced circuit technology

THE PHYSICIANS BEHIND THE IPOSTURE

Dr. Moacir Schnapp, a neurologist and director of the Mays & Schnapp Pain Clinic, and Dr. Elma Schnapp, a rehabilitation expert, are the creators of the iPosture monitor.

Originally from Brazil, they have lived and worked in Memphis, TN for the past thirty years. Moacir's and Elma's passion for what they believe are the health benefits of good posture is reflected in their recently published book *"YOUNG, SEXY AND HEALTHY: THE TEN BEST EXERCISES FOR YOUR POSTURE"*.



Dr. Moacir Schnapp



Dr. Elma Schnapp

REFERENCES

¹ Don R. Osborn (1996) Beauty is as Beauty Does?: Makeup and Posture Effects on Physical Attractiveness Judgments. *Journal of Applied Social Psychology* 26 (1) , 31-51.

² Wiesfeld, G. E. & J. M. Beresford 1982 Erectness of posture as an indicator of dominance or success in humans. *Motivation and Emotion* 6, 113-131.

³ Schnapp, M. Unpublished results.

⁴ Haynes, S. and K. Williams (2008). "Impact of Seating Posture on User Comfort and Typing Performance for People with Chronic Low Back Pain." *International Journal of Industrial Ergonomics* 38(1) 35-46.

⁵ Riskind, JH, & Gotay, CC (1982). Physical posture: Could it have regulatory or feedback effects on motivation and emotion? *Motivation and Emotion*, 6, 273-298.

⁶ Cook C. The Relationship between posture and balance disturbances in women with osteoporosis. *Physical and Occupational Therapy in Geriatrics* 2003; 20(3):37-50.

⁷ Kado DM, Huang MH, Barrett-Connor E, Greendale GA. Hyperkyphotic posture and poor physical functional ability in older community-dwelling men and women: the Rancho Bernardo study. *J Gerontol A Biol Sci Med Sci*. 2005; 60:633-7.

⁸ Hides JA, Jull GA, Richardson CA. Long-term effects of specific stabilizing exercises for first-episode low back pain. *Spine*. 2001; 26: E243-E248.

The iPosture is available at 1-800-635-1130
and www.iposture.com