



Inventor Bios

Moacir Schnapp, M.D.

A seasoned neurologist, Moacir Schnapp, M.D., is heralded as a pioneer in pain management. Schnapp came to the United States from Sao Paulo, Brazil in 1979 and served as a director at the University of Tennessee Pain Clinic in Memphis, Tenn. In 1991, Schnapp and his mentor Kit S. Mays, M.D., formed the Mays & Schnapp Pain Clinic and Rehabilitation Center, a comprehensive center for the treatment of chronic pain, which became the first clinic in North America to be accredited in all areas of adult pain rehabilitation by the Commission for Accreditation of Rehabilitation Facilities.

During his career treating chronic pain, Schnapp developed a passion for the prevention and treatment of age-related ailments, which continues to influence his work outside of the clinic. He recently co-authored *Young, Sexy and Healthy: The Ten Best Exercises for Your Posture* with his wife, Elma Schnapp, M.D., combining their more than 30 years of tailoring specific workouts for thousands of patients with spinal pain and musculoskeletal diseases. While working on the book, Schnapp began to consider other ways to help people improve their posture as part of their everyday routine. As a result, the idea for the iPosture monitor was born.

Elma Schnapp, M.D.

Elma Schnapp, M.D., specializes in physical rehabilitation but began her professional career as a dancer and choreographer in her native country of Brazil. She chose to enroll in medical school when a severe knee injury prevented her from continuing as a dancer. Since then, she has focused on developing techniques to improve the body and maximize health through the use of exercise and lifestyle changes. As a result of her background in dance, Schnapp understands the overarching effects of bad posture and has dedicated herself to helping people learn how easy it is to improve their posture, looks and health. She served as lead author on *Young, Sexy and Healthy: The Ten Best Exercises for Your Posture* and assisted her husband in creating the iPosture device.