

PRO REPORT

Banish Your Back Pain™ in 3 easy steps

Tips and tricks to help you banish
your back pain and take back
control of your life



Hi,

Ben here, director of Physio Australia. I'm known for making a huge difference in the lives of those who have back pain. I've seen literally thousands of people with back pain enter the clinic who are:

1. Frustrated, that what they've tried thus far hasn't worked.
2. Angry, that this pain is stopping them from doing what they want to do.
3. Afraid that things may never improve.

However, after going through our proven 3 step system, they leave our care:

1. Fully recovered and free to return to the things they enjoy.
2. Ecstatic with the results and how easy they were to achieve.
3. Happy and satisfied, that they now have complete confidence to live life to its fullest without the fear of pain coming back to haunt them.



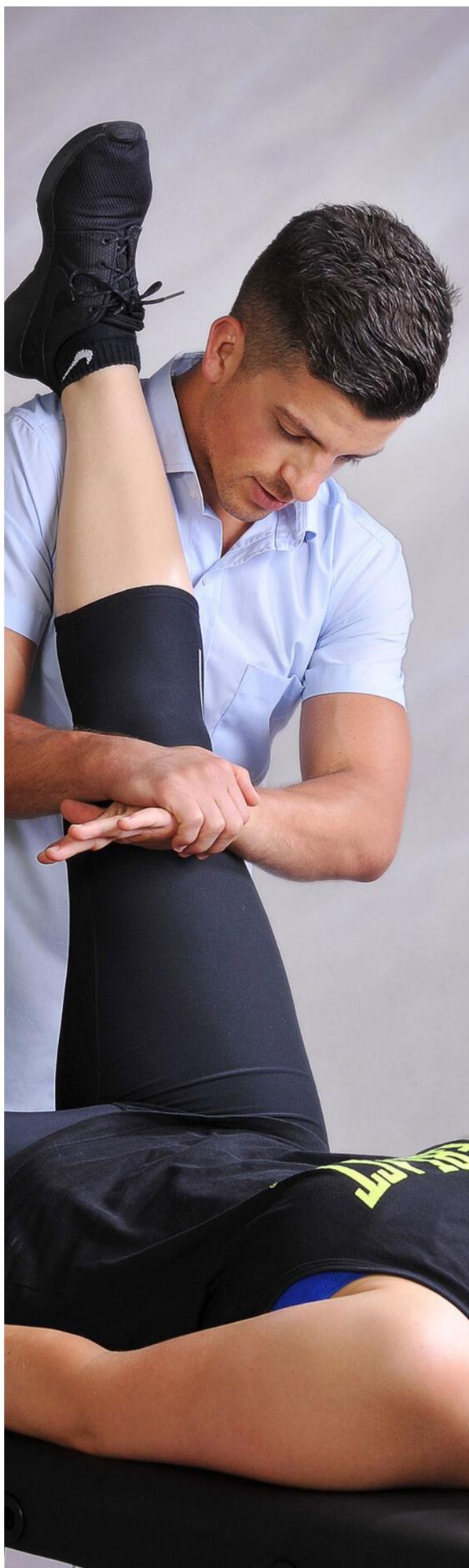


Here's what you need to know:

- Did you know that back pain is the number one musculo-skeletal complaint in the western world? Statistically, 80% of people will suffer a debilitating episode of back pain at some point in their lives.
- If this back pain becomes chronic, it becomes a living nightmare with no escape for you and your family – trust me I've seen more cases than I care to go into.
- Back pain commonly causes pain when you
 - Sit/stand
 - At work
 - Bend forwards/backwards
 - Put your shoes/socks on
 - Play your sport or play with your kids etc.
- Yet here's the kicker that most people aren't aware of: It also has a massive effect on your emotional and mental health.

People with Low Back Pain are 4x more likely to have depression and it's been found that a linear relationship exists between depression levels and pain levels, (Curry and Wang 2004).





This forms a vicious cycle. The longer your back pain persists, the worse your mood becomes – which in turn affects your back pain and so on...

It's really sad when I see someone who's been struggling for some time and is verging down the dark slope of depression associated with back pain. Especially when I know things could've been solved if they had seen me earlier.

If you're reading this as someone who's already suffered an episode of back pain then you know both how wide, and how deep the ripple effects can be. If you've not had an episode of back pain take a moment and ask yourself what you would do if it suddenly struck?

How would it affect:

- Your work? Your Sport and hobbies? Your relationship with family? Your mood and sleep patterns?

Remember 80% of us will be badly affected, and these effects reach far beyond just the physical.

The good news is, when handled properly, back pain doesn't have to be scary at all. You just need the guidance of someone who knows what they're doing and to follow their instructions.

At Physio Australia we have a 3 step system we call our Banish Your Back Pain™ system. Like a recipe, when you follow the system, the outcome takes care of itself.



That's why I decided to create this E BOOK and make it free, so you can see how simple the process is from getting out of pain and getting back into normal life.

When you follow this blueprint, that's exactly what happens. You get out of pain so that you:

- ✓ Return to work (and possibly enjoy it more).
- ✓ Play your Sport and hobbies.
- ✓ Join in Family activities.
- ✓ Improve your overall mood and sleep patterns.
- ✓ Avoid the slippery slope of depression.



Here are the 3 steps to Banishing Your Back Pain (TM)

1. Reduce Your Pain and muscle spasm:

When an injury occurs, the surrounding muscles often go into a protective mode called 'spasm'. They can be seen as very tight and 'angry'. This is usually a secondary symptom, but it's what often prevents your ability to move freely as the muscles contract constantly in high-alert to prevent any movement they may feel is dangerous. This is why you feel stiff and restricted, these muscles also press on nerve receptors causing your pain sensation. We have specific techniques to release those muscles and get them to calm down and reduce your acute pain.

2. Regain Your Range of Motion (ROM)

The above mechanisms will affect how much and how freely you can move your back. Once we've settled your pain, it's time to completely restore your movement back to normal ranges. Through a combination of manual therapy, specifically targeted exercise and some 'secret-sauce' mobility tricks we've seen people time and time again be astonished with how much more movement they regain – many times they get more movement than they had prior to the injury.

3. Strengthen and prevention

By this stage you're feeling great, which is good and bad. The danger with this stage is that your pain has gone, which means so is the strongest motivational driver for you to adhere to your rehabilitation and complete the 3rd step. However this step is CRUCIAL in realising a full recovery and preventing it from re-occurring. Just because your pain is gone doesn't mean for a second that you've successfully eliminated the underlying cause. Pain is the last symptom to arrive and the first to leave. Which means that you will feel pain-free BEFORE you've fully recovered the health of your tissues.

It is heart-breaking to see people successfully get through steps 1 and 2 before trying to discharge themselves and then suffering a relapse. Which is why one of our Physio Australia Signature Systems is to prescribe your course of treatment in detail from your very first session. This way we explain to you exactly how long your treatment with us will last and how frequently our sessions will need to be in order for you to gain your desired recovery. Physiotherapy is medicine. Therefore it should be prescribed competently and precisely with exact dosage.

It's frustrating to see people needlessly suffer ongoing back pain – which is why in addition to this EBOOK we want to help you, FOR FREE.

That's why we at Physio Australia have create this incredible offer specifically for people like you who've had trouble with their back.

We call this our Banish Your Back Pain Session [™]
Because quite frankly, the name says it all.

During your session you will:

- ✓ Get crystal clear on what's going on with your back by receiving an expert one on one clinical examination with a master physio.
- ✓ Learn how to get fast, effective pain relief.
- ✓ Receive a personally tailored treatment plan specifically designed for you.
- ✓ Outline the number one obstacle threatening your results and how to avoid it.
- ✓ Leave the session with 100% confidence of knowing EXACTLY what you need to do and what to avoid.

PHYSIO
AUSTRALIA



So take the first proper step in getting your back 100% right and schedule your Banish Your Back Pain™ session and [CLICK HERE](#)

OR call 1300 392 552

I look forward to helping you Banish Your Back Pain™

Benjamin Demase

‘The Back Pain Banisher’

Director and Senior Physiotherapist at Physio Australia





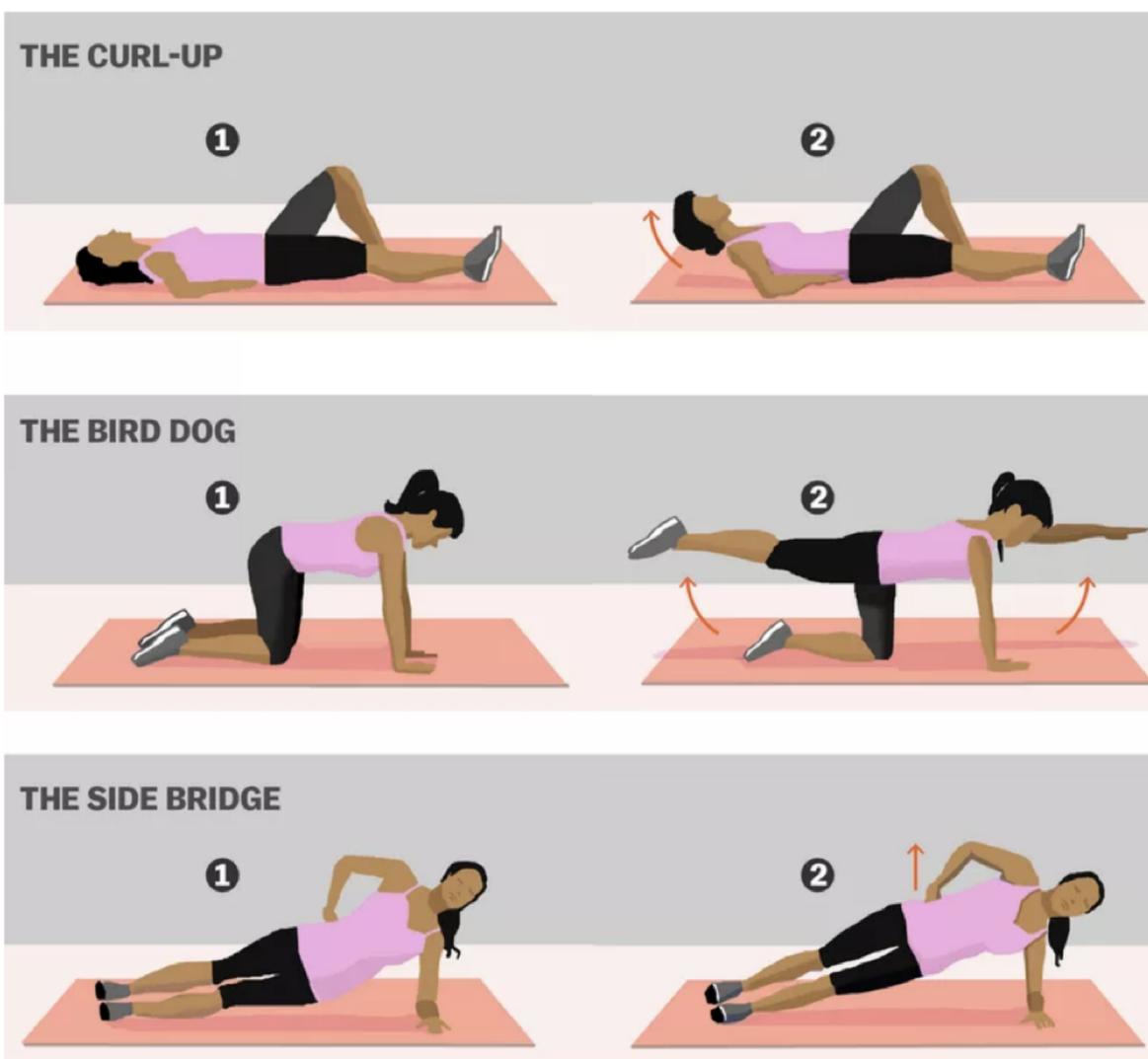
“Core stabilization programs have been shown to significantly reduce [chronic low back pain] by 39%–76.8%, and a muscular strength program significantly reduced [back pain] by 61.6%.”

“Improving the flexibility of the lumbar spine and hamstrings can significantly reduce [chronic low back pain] by 18.5%–58%.” Find a “back whisperer,” or try these three exercises from one.

The following has been taken from vox.com/healthscience.

The "McGill Big Three" back exercises

The three exercises that spine biomechanic Stuart McGill recommends to help people stabilize their spines:



So take the first proper step in getting your back 100% right and schedule your Banish Your Back Pain™ session [HERE](#).