

Dear Potential Flexercise Participant:

Basketball is more than just a game, it is a business. When a player is injured, everyone is affected. The ramifications of an injury can have a ripple effect from team cohesiveness to ticket sales. The health and well-being of players is of vital importance to everyone associated with the program.

**According to the 1992-93 NC Injury Surveillance System 8.3% /\*7.8 % of all basketball injuries occur during the pre-season. Of these injuries 10.1% /\*9.4% occur during the game, not practice. 27% /\*26.3% of all injuries require a player to miss 3-6 days of practice. While 16.8% /\*21.5 % of injuries require 10 days or more recuperation period. As a coach, how do you decrease the frequency and severity of these injuries? PROPER STRETCHING!**

Adrian Crook, spokesperson for the NFL Regimen Sports Nutrition and noted expert on flexibility and movement stated:

"The mistake athletes make from a conditioning standpoint is that they spend too much time working the major muscle groups, to the point of overlooking the linkage joints and connective tissue - the body parts most often injured. Just because you can squat 400 pounds doesn't necessarily mean you have a strong lower body. Any athlete who has pulled a groin muscle or hamstring can tell you that a good stretching program can strengthen and promote the suppleness necessary to keep those areas injury free, heightening quickness and mobility while maintaining the integrity necessary to be truly strong.

For example, we know that the more flexibility and strength an athlete develops in the ankle, groin and inner leg, the more ability he or she has to make explosive lateral movements. This equates to quickness."

There are three major concerns for any sports association:

- 1) The continual good health of players
- 2) The healing time should an injury occur?
- 3) The total cost of the injury

The goal of trainers and coaches is to keep their players free of muscular injuries. The Flexercise Program can play a vital role in helping you achieve and maintain this goal. We Welcome you to the world of Flexercise.

Vernon R. Henry  
Program Director

\* NCAA Women's basketball statistics



## **FLEXERCISE HISTORY AND DEVELOPMENT**

Vernon Henry had always been an average athlete. Then in high school, the importance of flexibility became clear to him. Vernon began to work on increasing his flexibility and soon went from an 18 to 23 foot long jumper and shaved a second off his 100-meter run, knocking his time down to 10.9 seconds.

While completing his academic career, which includes a Masters Degree in Physical Education, Vernon began to do extensive research on the impact, effects and benefits of flexibility on the human body. This 5 foot 9 inches, 165-pound man went on to become an all conference football player and later a free agent with the San Diego Chargers football organization.

The results of his research proved more than encouraging to the athletic and medical fields. In 1986, the Flexercise Method of Training was established. Today, Flexercise Inc. is located in Inglewood, California, Texas, and Atlanta, Ga. General Practitioners prescribe Flexercise for preventative health, while Physical Therapist and Chiropractors utilize it as adjunct therapy.

Professional athletes, such as Kellen Winslow (former San Diego Chargers All-Pro Tight End), have used Flexercise effectively. It is adaptable enough for senior citizens, and for those who are just beginning an exercise program.

Today you can become a Licensed and Certified Flexercise Specialist by logging on to [Flexercise.net](http://Flexercise.net) and enrolling into one of the ten week, online-home training courses.

Flexercise, Inc. offers two certificates:

1. The Flexercise Group/Training Certificate
2. The Flexercise for Kids Certificate.

## **PHYSICAL BENEFITS OF FLEXERCISE**

Flexercise has proven effective in increasing muscle strength, decreasing chronic pain, increasing circulation of the respiratory and cardiovascular systems and enhancing the body's flexibility.

In 1989, 25 women and 19 men participated in a study utilizing the Flexercise program. At the end of 18 weeks, all 44 participants showed an increase in their flexibility and strength. There was a 75% increase in the participant's flexibility and a 77% increase in their overall strength.

Flexercise has proven effective in promoting weight loss in addition to helping the body maintain its ideal weight (known as the training effective). Flexercise does not advocate or encourage dieting. The philosophy of proper food combining (Trophology) is taught along with the natural body cycle (circadian cycle). The results of these two combined principles are un-refuted. For example, a 60-year-old man utilized the Flexercise Program for one month and lost 12 pounds. A loss of 3 pounds per week, no drugs, no hypnosis, no gimmicks, **and the program simply works.**

The following chart contains a random sampling of individuals who participated in the aforementioned study. As you can see, the Flexercise Program helps you gain or lose weight, dependent upon one's individual needs.

	WEIGHT		SIT-UPS		SIT AND REACH *		PUSH-UPS	
	PRE	POST	PRE	POST	PRE	POST	PRE	POST
•	177	154	31	45	23	25	5	25
•	187	198	20	38	12	20	2	4
•	181	179	35	45	26	31	25	33
•	303	281	35	44	29	29	38	44
•	157	159	30	44	15	20	30	38
+	119	123	41	43	10	19	22	33
+	265	244	10	13	10	19	-	-

\* The sit and reach is a standard test designed to test flexibility.

• Represents male program participants.

+ Represents female program participants.

## **PROGRAM COMPONENTS**

Flexercise is a combination of strengthening, stretching and cardiovascular exercises designed to relieve tension, increase flexibility and reduce chronic pain. The program consists of four (4) components, each taking 15 minutes to complete.

### **STANDING FLEXIBILITY**

This section targets ones upper body, neck, shoulders, lower back, hamstrings, inner thigh, pelvic area, triceps, biceps, and calves. This segment increases the range of motion in the targeted areas while increasing ones balance. There are 10 exercises in this regime.

### **SITTING FLEXIBILITY**

This segment promotes body relaxation. Sitting flexibility will increase range of motion in the lower body, focusing on upper and lower back, quadriceps, groin area, buttocks, hips and ankles. This segment of the Program will also stimulate the spinal vertebrae while helping it to realign itself. Sitting flexibility is comprised of eight distinct exercises.

### **POWER AND STRENGTHENING**

This portion of the Flexercise Program increases the body's strength and develops tone. It enhances the targeted areas of the two other sections while additionally working the stomach, hands and feet. This segment is comprised of 10 exercises.

### **BREATHING**

The Flexercise Program is always concluded with instruction on proper breathing techniques. Thereby increasing circulation of the respiratory and cardiovascular systems. This segment also focuses on stress reduction.

## **FINANCIAL BENEFITS**

When players are unable to play due to an injury, everyone pays the price. Keeping medical and insurance cost down are a concern for all. The following letter is from Al Esquivel, a Trainer for the 1984 U. S. Olympic Team who was inducted into the Hall of Fame by the World of Sports Medicine. Mr. Esquivel states how Flexercise can play a vital role in keeping players healthy, thereby keeping cost down.

**INSERT LETTER**

This introduction package was designed to give you a brief, but comprehensive look into the Flexercise Program. We would appreciate the opportunity to further discuss the Program and the services we have to offer. Spring training camp is right around the corner. We would like to provide you with a personal demonstration of the Program so you can decide for yourself if it meets your needs. We will be following up to schedule an appointment with you.

If we can provide you with any additional information in the meantime, please do not hesitate to contact us at the following address:

**FLEXERCISE INC.**  
**309 E. Hillcrest Blvd. Ste. 422**  
**Inglewood, CA 90301**  
**(888) 7-GO-FLEX \* Fax (281) 259-9539**