



**JOHN GIFFORD, CPBM, LMT, BCTMB**

Bonnie Prudden Myotherapist & Exercise Therapist  
Licensed Massage Therapist, #7501000405  
BCTMB - Independent National Certification  
Member: International Myotherapy Association,  
American Massage Therapy Association

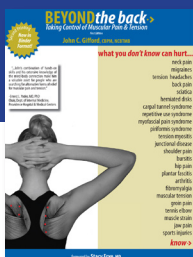
John Gifford received his board certification from the Bonnie Prudden Institute for Myotherapy and Physical Fitness in 1986, and maintains a certification held by less than 150 people in the country. In the last 32 years, as a clinician, Mr. Gifford has performed over 40,000 hands-on sessions. He served as a college level educator, teaching courses in both Anatomy of Movement, and Sports and Occupational Pain issues.

As a national seminar leader, speaking on how to take control of muscle pain and tension, he receives top ratings from clients such as IBM, University of Michigan, Form Motor Company, Chrysler Motors, and Eastern Michigan University.

His common sense messages on living with less pain have been discussed frequently on FOX Channel 2. Furthermore, his programs and products have been featured in Newsweek, Detroit Monthly, Corporate Detroit, and the Oakland Press.

As a past president of Bodysavers Systems, Inc., he co-authored the first stretching software program and Pain Free Workbook, enabling audiences to reduce computer-related pain and injuries. In 1989, he created, co-produced and hosted Michigan's first children's exercise television show, "Keep on Moving."

He is the author of The Motionwise Report series, *Beyond the Back: Taking Control of Muscular Pain and Tension* and *Essential Stretches* (you'll actually use).



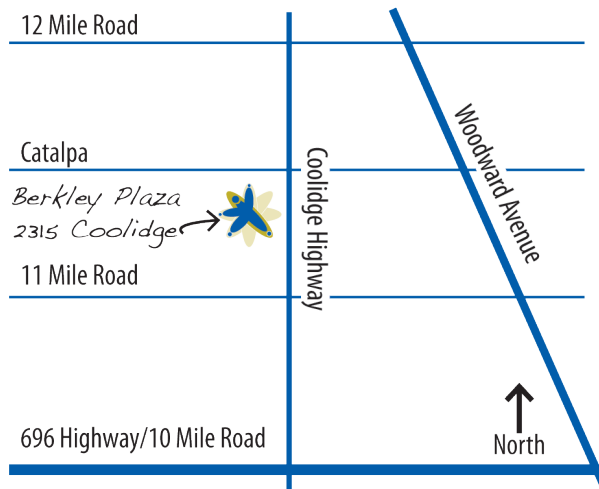
### OUR MISSION

Motionwise<sup>®</sup> LLC is dedicated to helping people lead more successful and fulfilling lives by reducing muscular pain and tension. It is our goal to empower people to take greater control of their destiny, using Myotherapy, educational programs and providing self-help resources.

*"If you wear out  
your muscles,  
where will you live?"*  
-John Gifford

### WHERE TO FIND US...

We are located on the west side of Coolidge Highway in the Berkley Medical Plaza between 11 Mile Road and Catalpa (11 1/2 Mile).



# JOHN GIFFORD'S Motionwise<sup>®</sup>

**Bonnie Prudden Myotherapy<sup>®</sup>  
Self-Care Release Training  
Manual Muscle Care Therapies**



JOHN GIFFORD'S  
**Motionwise<sup>®</sup>**  
excel well.<sup>®</sup>

2315 Coolidge Highway • Berkley, Michigan 48072  
248.414.6800 • motionwise.com



*"if you were married to your muscles, would they stay?"* -John Gifford, CBPM, BCTMB, owner, Motionwise®

## tension matters .....> save their bodies! .....> the next step...

Everyday, professionals perform under high levels of muscular stress and tension. Over time, this may effect their wellbeing and performance. Muscles that are chronically tight and tense can raise levels of pain and fatigue, and can restrict our ability to move with ease. At Motionwise®, tight muscles and pain areas are addressed through the practice of sports trigger point, massage therapies, and Bonnie Prudden Myotherapy®.

### Absenteeism

Long-term exposure to high-tension levels forces people to function less efficiently and can directly lead to greater absenteeism due to musculoskeletal pain, headaches, and other conditions impacted by stress and tension.

### Physical Well-Being & Productivity

Individuals with high levels of psychological and/or muscular tension are more prone to muscular strain and injuries, bringing about medical conditions such as neck pain, shoulder pain, back pain, headaches, carpal tunnel syndrome, calf cramps, and sciatica.

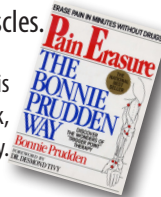
### Morale

People with high levels of pain and tension often feel helpless in their ability to affect symptoms. This feeling of helplessness can impact confidence, self-esteem, and levels of depression, effecting energy, productivity, efficiency, and cause greater susceptibility to additional pain and tension.

### What is Myotherapy & how does it work?

Bonnie Prudden Myotherapy® is the original method of trigger point therapy. To defuse 'trigger points', pressure is applied to the muscle for several seconds by means of fingers, knuckles, and elbows. The success of this method depends on the use of specific corrective exercise for the freed muscles.

Bonnie Prudden Myotherapy® is fully described in the best selling book, *Pain Erasure The Bonnie Prudden Way*.



### Stretches for Relief

Simple stretches can be worked into the busiest of schedules and can provide relief from muscular tension. For example, participants will learn a hip stretch that can be done at a desk or in a meeting, and an effective neck stretch that can be done in a couple of seconds.

Essential Stretches You'll Actually Use by John Gifford



### Self-Care Release Training

Specialized trigger point products as well as everyday home items are used in a comprehensive training session on loosening and stretching your own muscles at home or work to increase pliability in muscles and quality of life.

The initial appointment for every new client includes the new client intake, evaluation, consultation and a client's first treatment session. Subsequent appointments are generally scheduled as a "Standard Session," which is a 50-minute follow-up treatment session. Extended, 75-minute, treatment sessions are available upon request.

### Frequency of Sessions

Most people schedule 2-3 sessions to determine if this is a therapy strategy they wish to utilize. Clients can then proceed with a series of scheduled sessions based on their physical, financial and time considerations. When possible, it is suggested to take a hot bath or shower after sessions.

### Proper Attire

Loose fitting shorts and a tee shirt are suggested. Clients who are more comfortable wearing tights or sweat pants are encouraged to do so. For Sports massage and trigger point work that also incorporate massage, the client can be draped with a sheet to allow for the use of therapy lotions.

### Appointments

To our best knowledge, Myotherapy® is not covered by insurance. Cash, checks, and credit cards accepted. Please check our website [motionwise.com](http://motionwise.com) for most up-to-date pricing. To request an appointment or learn more about our services, please call 248.414.6800 or visit [motionwise.com](http://motionwise.com).



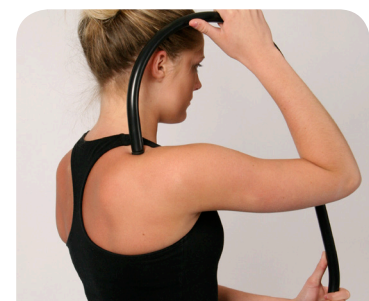
In-depth consultation



Hands-on therapy on tight and restricted muscles to increase pliability



Learn easy-to-use stretching techniques



Self-Care Tools and instruction available for home or work

