

## About Your Speaker

### John Gifford, CBPM, NCTMB

Owner of Motionwise®



John Gifford, author of **Essential Stretches You'll Actually Use**, has presented to thousands of professionals teaching ESSENTIAL STRETCHES, and other body saving strategies. He has spent over two decades helping professionals and athletes reduce muscular pain and tension through his educational programs and clinical practice, where

he uses a specialized form of bodywork called Bonnie Prudden Myotherapy® and Exercise Therapy. John's training programs have received top ratings from clients such as IBM, University of Michigan, Michigan Dental Hygienists' Association, and Ford Motor Company.



"As a provider of high-quality continuing education for dental professionals, I was very intrigued to learn about John Gifford and his programs teaching dental professionals to manage muscular pain and tension. I invited him to be part of filming for the next series of lessons. I have no doubt that he will be received with praise and gratitude from those suffering from muscular pain and tension in the dental industry."

Ray Homer, President  
DVD Quarterly; Ontario, Canawda



motionwise.com

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**Essential Stretches LIVE**  
*stretches to save their bodies*

training for a sustainable workforce

“have you taught them how to  
**save their bodies?**”



Great for  
Dental  
Professionals!

**Essential Stretches LIVE**  
*stretches to save their bodies*

training for a sustainable workforce



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**“what’s the best stretch? the one you’ll do.” –John Gifford, CBPM, NCTMB, owner, Motionwise®**

## **tension matters ..... ➤ save their bodies! ..... ➤ stretching for success**

Everyday, professionals perform under high levels of muscular stress and tension. Over time, this may effect their wellbeing and performance.

### **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.

Through the use of simple stretches, as taught in **Essential Stretches LIVE**, many of the negative effects of stress and tension can be reduced.

### **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**

Program attendees will receive a copy of John Gifford’s latest stretching book. This compact and complete guide to stretching was designed for EVERY body by providing support in creating and maintaining a general stretching program. The small size (3”x 5.75”) makes it easy to integrate into your lifestyle. Throw it in a gym bag, purse, or desk drawer.



Essential Stretches You’ll Actually Use by John Gifford



Essential Stretches You’ll Actually Use ISBN 978-0-9795890-3-4 US \$9.95



**Relief at work begins here.**



### **Essential Stretches LIVE**

This popular corporate program is geared towards busy professionals and includes:

- ✓ Safe Stretching Principles
- ✓ Practical Stretches for the Office Environment
- ✓ Key Strategies to Make Stretching a Habit
- ✓ Copy of **Essential Stretches You’ll Actually Use** for each participant

**Get Essential Stretches LIVE to your group today!**

877.235.6673 • [motionwise.com](http://motionwise.com)



Interactive and educational



Personalized instruction  
at our facility



On-location training for large groups



Learn easy-to-use techniques



Support materials for the office environment

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