MATT PACK PROFESSIONAL FITNESS & LIFESTYLE TRAINER



ULTIMATE RESTORATION and NOBILITY FLOW

The complete system to help Busy Professionals move freely, prevent injury and get out of pain

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THE PROBLEM

Sitting-or just standing-kills and MOVEMENT heals.

We live in a society that makes it very easy to move less and burn less energy. It should be no wonder why the United States is the fattest and sickest country on the planet. We eat too much and the opportunities to sit on our butt are everywhere.

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Katy Bowman, author of Move Your DNA states, "Although we're pretty proud of ourselves if we crank out 300 minutes of exercise per week, back in the day, our hunter-gatherer ancestors would move up to 8 hours a day or 3,000 minutes per week." So what types of movement are you engaging in when you're not exercising? Does your day look like this? You wake up early to bust out an awesome 60-minute workout then you:



- Sit in your car on the way to work
- Sit at your desk while at work
- Sit in your car coming home from work
- Sit at the dinner table to eat
- Sit on your couch and watch TV

We shouldn't wonder why we have an obesity epidemic when we spend the majority of our time seated and sedentary. You are in fact seated the majority of your day and the majority of your life. So, put that in context, or perspective with how much you're actually working out percentage wise per week.

The bottom line is that people put way too much emphasis on exercising and working out. Working out alone just isn't as effective as most people think, and I'm going to prove it right now.





Let's do some basic math shall we? How many hours in a week? 168 correct?

Let's say you're working out five days a week for one hour. That's five hours of exercise per week. So what are you doing with the other 163 hours of the week? More than likely you are sitting at your desk or in your car.

There is no amount of working out that can compete with the amount of time we are not moving. We just can't compete with the inactivity.

We have to be honest and admit that working out is just the "icing on the cake", and the actual "cake" is movement and nutrition the two most important factors to long-term health and the actual solution to the obesity problem we are currently dealing with.

> CC Exercise is to movement what a multivitamin is to food.

Don't make the common mistake of substituting moving for working out. Exercise should complement daily movement like a multivitamin should complement a quality diet.





Let's get our "NEAT" on!

N-E-A-T. or Non Exercise Activity Thermogenesis. NEAT is the amount of movement that you're getting in throughout your day while NOT exercising. Getting your NEAT on options could be:



U Walking around the office



- Just being "fidgety"
- Stretching/mobility

A great way to track NEAT would be to purchase and wear a pedometer and work toward getting in 10,000 steps per day. Add the 10,000 steps in per day along with exercising two or three days a week and were "moving" in the right direction.

So, now that "I" have convinced you to MOVE throughout your day and were so happy that you're now working "OUT" getting at least two Strength Training sessions in per week but how are you working "IN"?

Going forward we want you to think of your body, that incredible vessel that you walk around in everyday as a "bank account". When you're moving or working out you are essentially spending "money"/withdrawing funds or expending energy out of your bank account. Let's imagine that you're working out too much and you're limited on the amount of

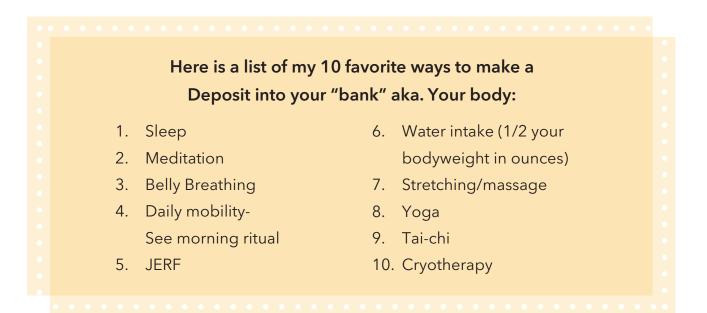


"funds" in your account/body. You know this term or scenario to be going into over-draft or bouncing a check but in my world we attribute your "lack of funds" to some sort of pain, or over-use injury.

Now we all know that the best way to prevent your bank account from going into over draft or bouncing a check would be to make a deposit right?

But what about your body?

How do we make a deposit or work "in" in order to prevent pain or worse a serious injury from taking place?



Let me stress that this list will serve you best if you make it a part of your week. You must be PRO-active vs being RE-active. Just as I stress the importance of preventing illness through optimal nutrition and movement, recovery works best when performed on a DAILY basis to prevent an injury from ever occurring.



Don't make the mistake of doing what so many do and start using these techniques and modalities once you're already in pain. We highly suggest that you make daily deposits into your "bank account" so that you never have to worry about going into over-draft. Remember that in this case your over-draft fee won't be to your actual bank unfortunately the payment you'll be making will be to your orthopedic surgeon.





PRIMAL FIT WORKING "IN" PROGRAM

PRIMAL FIT



The goal is to create a DAILY morning routine using at least TWO of the protocols found in the following video tutorials below:

Foam Rolling- I recommend performing this routing 3X per/wk

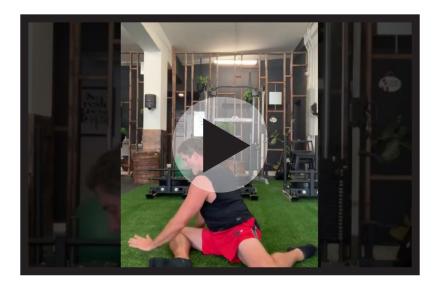




Joint-by-Joint protocol- I recommend performing this routine EVERY morning.



Full Body Stretch/mobility- I recommend performing this routine at least 3X per week following the Joint by Joint video, before bed or after a long day in traffic.





Upper body "Stick" Mobility- I recommend performing this routine 3X per week before or after a long day sitting at your desk.



Office Stretching Protocol- I recommend this protocol to be performed on your lunch break EVERYDAY.



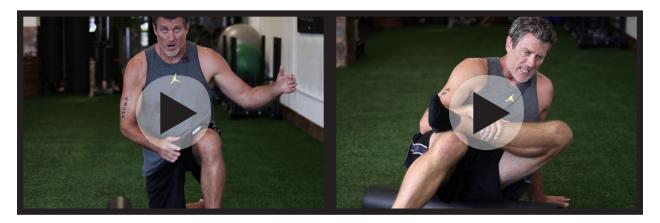


Seated Joint by Joint Mobility- I recommend this routine for anyone not able to perform the standing version in a safe manner.



Bonus Video Tutorials- I recommend using these routines based on how a particular body part is feeling.

Knee pain





Hip/Low back Pain



Upper back/Shoulder/Neck Pain



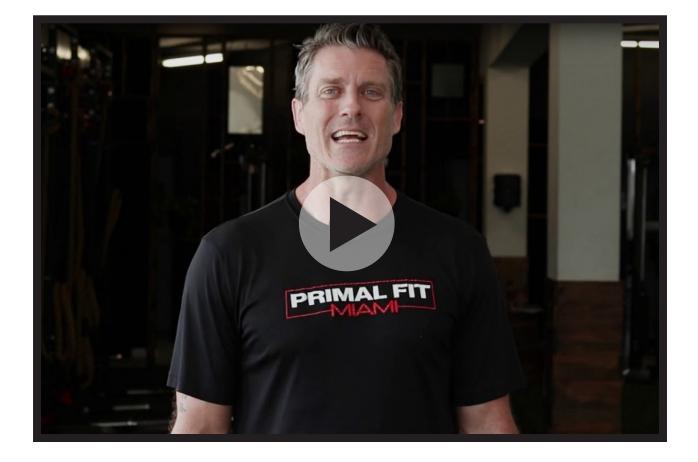
Recommended reading:

- 1. Move Your DNA by Katy Bowman
- 2. Don't Just Sit There by Katy Bowman
- 3. Sitting Kills, Movement Heals by Joan Vernakos
- 4. Desk Bound Kelly Starett

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Mobility Flow



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Coming Soon

The Ultimate Home/Hotel Recovery Program that includes:

30 done for you 10 min mobility flows Core 4 Matrix mobility routines Magic Stick Upper body focused mobility Follow along Joint by Joint Mobility Session Master Mobility Exercise Library Daily Stretch Follow along video How to create your own flow video Follow along Foam Rolling video Working "IN" vs Working out ebook