

### Why just using a smartphone, tablet or laptop is such a problem for the neck.

Bending forward requires the muscles down the back of the neck (especially the upper trapezius) to work several times harder than when the head is upright. In 2013, the average U.K. 18-24 year-old spent 8.83 hours a day hunched over laptops, tablets and smartphones like this. Unsurprisingly, the muscles will often strain.

The body's repair of torn muscle cells involves scarring (adhesive fibrosis) - which is non-elastic. That's why the Backpod's programme includes simple massage - to break up binding scarring fibres and so restore the muscle to its normal healthy flexibility.

Source: Dr Kenneth Hansraj: 'Assessment of Stresses in the Cervical Spine Caused by Posture and Position of the Head', Surgical Technology international XXV (2014).

### Why the need for the Backpod?

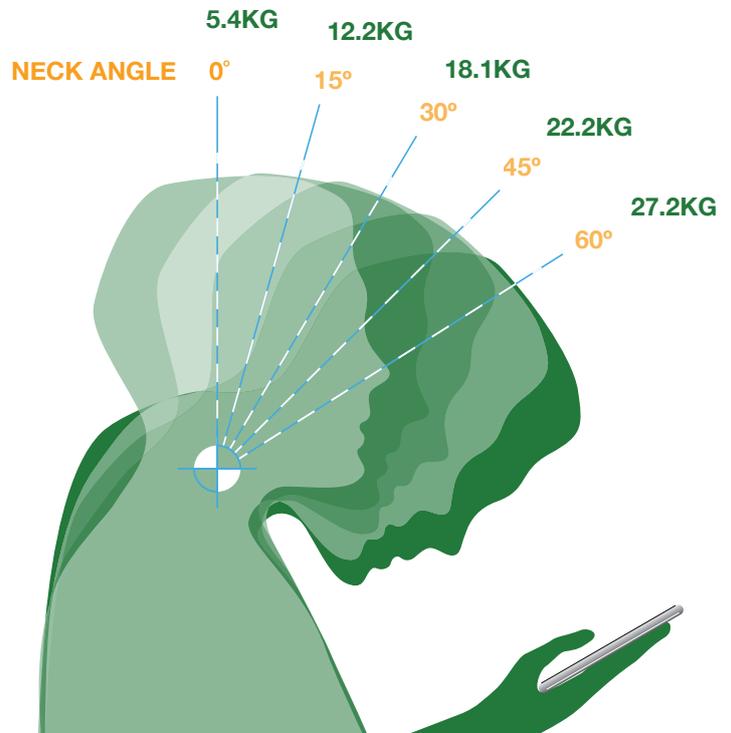
When a hunched spine has frozen tightly enough, personal exercises alone (including yoga, Pilates and gym strengthening) cannot free it. It's a matter of leverage - you HAVE to use an external force. That's why people visit physios, osteopaths and chiropractors.

But the improvement from unlocking the joints is often only temporary because the shortened collagen around them just freezes them up again. So you have to stretch this to get an improvement that lasts.

Collagen makes up the ligaments, fascia, capsules, etc. which hold the spine together; muscles just move it around. It's immensely tough stuff - stronger, kilogram for kilogram, than steel wire. You can stretch it, but you need a strong specific passive stretch sustained for more than a minute.

The Backpod is designed specifically to provide this. Lying back on it uses a person's upper body weight to give enough leverage to actually stretch the collagen of a chronically hunched upper back.

### EFFECTIVE WEIGHT ON SPINE



Rolled towels, tennis balls and Swiss balls are too squasy to give enough leverage. Foam rollers are unstable (which means the muscles don't relax), too high, and cannot get the ribs because of their cylindrical shape. Tight rib joints are part of the iHunch problem; also of chronic asthma; and cause most costochondritis. The peaked shape of the Backpod is ideal for freeing them.

The Backpod comprises an unyielding polycarbonate core shaped for the spine with a cushioning outer. It is so strong we've driven a Jeep Cherokee over it. The gentler curve of the long axis gives a milder stretch on the spine; the tighter transverse curve gives a stronger one.

The Backpod has won several New Zealand and international awards, including one of the invitation-only top German design awards. More information and images, including ordering details, on [www.backpod.co.nz](http://www.backpod.co.nz)

The Backpod



reddot design award  
honourable mention 2013



Best Design Awards  
Winner 2013

FINALIST  
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