

What I'm about to say is very important!! *YOU NEED TO START FOAM ROLLING!* Foam rolling, also known as *MYOFASCIAL RELEASE*, is designed to “roll” out the knots in your muscles. It's a very simple task, with *MANY REWARDS*, and yet, people tend not to do it. Some people brush it off like it will not help them achieve anything, or they worry about making themselves sore before the high intensity workout they are about to perform. However, the process of foam rolling is *MAGIC* when it comes to its *BENEFITS FOR YOUR OVERALL BODY AND HEALTH*. If you have been to health clubs and gyms, you may have noticed a few people rolling and squirming around on a cylinder piece of foam. It probably doesn't look all that inviting given the scowls and painful looks on their faces. With it being a relatively new device (created in the 1980's), a lot of people don't understand its benefits and rewards. Below are 5 reasons you should begin foam rolling *TODAY!! LEARN TO INCORPORATE IT INTO YOUR EVERYDAY ROUTINE!*

1. **Enhance Your Range of Motion:** The *TENSION* you feel in your muscles can be *EASILY RELEASED* when foam rolling. When you have stiff muscles and joints, it makes it difficult to move freely while performing your day-to-day activities. With foam rolling, that aggravation is diminished. It takes pressure off the joints, and allows for more dynamic movements during your workouts. This is important for everyone including highly trained athletes, and even your everyday gym goers.
2. **Break Up Your Scar Tissue:** When you foam roll, you put targeted pressure on your fascia, releasing trigger points where you're feeling pain. Adhesions between the skin, muscles and bones can all build up scar tissue that need to be removed and taken care of *IN ORDER TO HAVE A HEALTHY BODY*. The process *RELIEVES PAIN*, and typically clears up problems created by tight muscles.
3. **Remove Toxins & Better Your Circulation:** The process of foam rolling *PUSHES TOXINS OUT OF THE BODY* by stimulating the lymphatic system. This helps with quality oxygen delivery to the cells throughout the body, which in turn, improves circulation.
4. **Improve Performance and Speed Your Results:** Starting and ending a workout with foam rolling is an ideal way to *IMPROVE THE QUALITY OF YOUR TRAINING SESSIONS*. When you start with foam rolling, you're removing any stagnant energy in the muscles. It's a great way to prepare the body for movement, and allows you to get deeper into each position. By ending the workout foam rolling, you'll recover and rebuild muscle quicker. This leads to faster gains and better results.
5. **Save Your Hard Earned Money:** A massage can be very pricey as we all know, and is not a daily possibility for most budgets. Foam rollers achieve the same benefits as a massage for a *MUCH CHEAPER PRICE*. A one-time purchase of a foam roller will give you hours of massage without having to change your budget or savings. There are plenty of options when it comes to foam rollers. Expect to

pay between \$15-\$25 for a reliable foam roller. This is a *HUGE WIN* when compared to a \$150+ for a one-time massage.