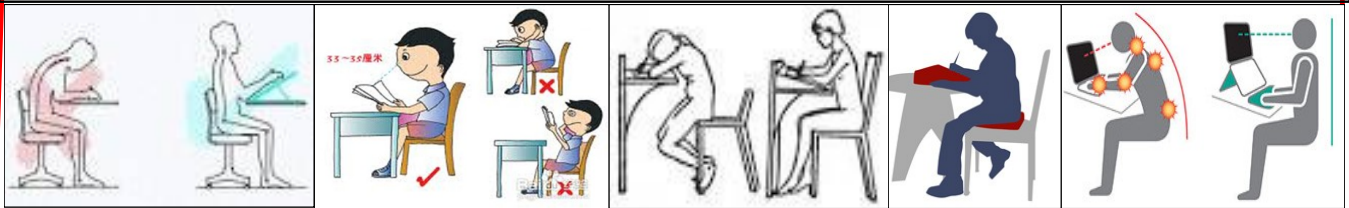
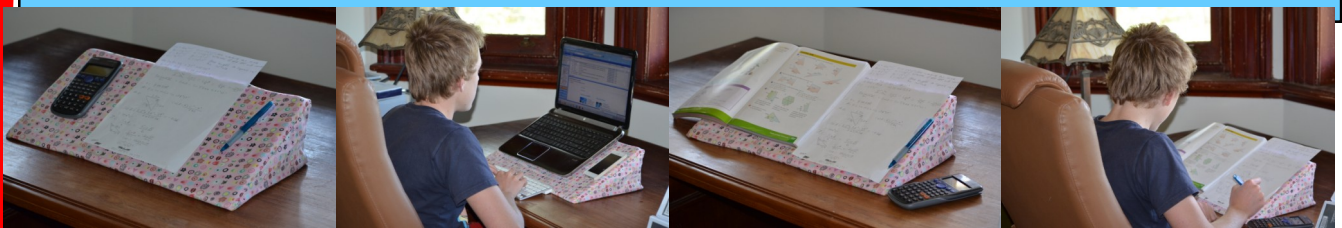


Are you aware of what it is doing to your child from working over a flat desk day after day !!!!!



The Posture Office Pillow (POP) is a lightweight portable inclined writing and reading surface, a document /text book holder, laptop/IPad holder, mobile slanted lap desk with a no slip / stay for pens, pencils, ruler, calculator mobile phone for hands free directional hearing.



Optimise your child's learning environment, posture and health. Reduce fatigue, back pain and discomfort.

The Posture Office Pillow has been developed in response for the need to address the negative effects that poor posture at the desk has on many aspects of a person's health and body.

The very nature of the long hours spent at a desk in a student's day makes this product particularly relevant and beneficial to both health and learning outcomes.

The research and development of The Posture Theory by Max Banfield has provided us with information and awareness on the relationship between posture and many common health side effects.

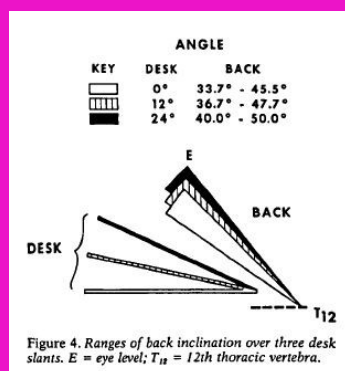
It has been scientifically proven by Eastman & Kamon at the Noll Laboratory for Human Performance Research revealed that an inclined writing and reading surface of 24 degrees as opposed to a flat desk has been found to;

- reduce fatigue and discomfort
- Significantly reduce pain intensity for all back locations at the slanted desk surface as compared to the flat one

Average Ratings of Back Discomfort (1-10) in Matrix (Figure 1) at Three Desk Slants

Matrix Area	Surface Slant			Mean
	0°	12°	24°	
H	2.5	2.2	1.8	2.2
I	1.2	1.0	0.7	1.0
J	1.8	1.6	1.4	1.6
K	1.8	1.2	0.8	1.3
L	0.8	0.6	0.5	0.4
Mean	1.6	1.3	1.0	...

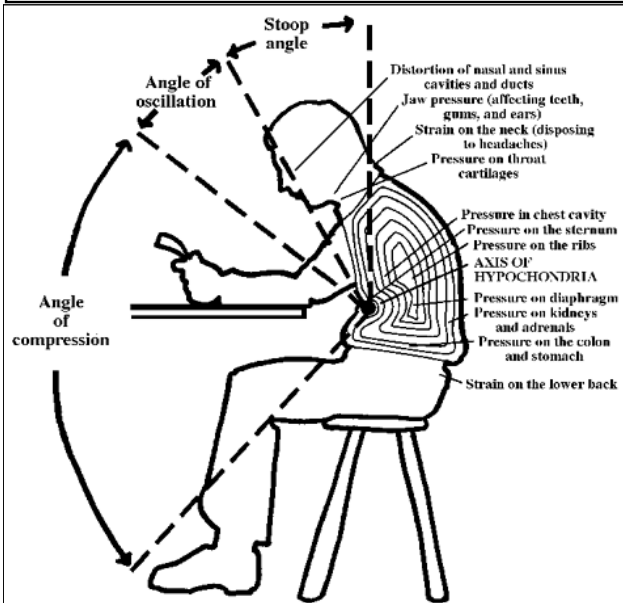
Resulted in more erect and taller posture as indicated by the figure to the right.



Revealed activity in the lower back muscles was significantly lessened at the 24 degree slant as shown by the table below

		Surface Slant		
		0°	12°	24°
Erector Spinae M.	R	85.2	57.0	35.0
	W	168.0	172.8	151.2
	X	104.9	104.0	88.2
Trunk Movements				
Sagittal		9.8	8.4	6.8
Horizontal		13.2	12.5	9.7

Learn about the stresses and side effects a compressed posture places on internal organs and systems.



The Posture Theory Diagram ©

Bad posture at your desk has been found to raise your blood pressure. Researcher Ian Edwards from the University of Leeds, UK found that muscles in your neck have a direct connection to your nucleus tractus solitarius (NTS), a part of the brainstem that helps regulate heart rate and blood pressure. For more detailed information on the studies and side effects of bad posture at the desk visit www.mypop.com.au

The work of Max Banfield with his posture theory developed over five years was designed to raise public awareness of the relationship between posture and health.

In particular, the forward curvature of the upper spine leaning over at a desk places the weight of the head and shoulders above the chest causing strain and restrictions of the muscular skeletal, blood flow and airways systems resulting in many well known conditions which include;

- Various **backaches**
- The forward weight places downward pressure on the chest and ribs, lungs & respiratory muscles causing **chest pains** and **shallow breathing**
- This posture places pressure on the air in the chest to impair the flow of blood from feet to brain and dispose to **faintness** and **fatigue**.
- Pressure on the stomach to cause **poor digestion** and **indigestion** which can impede growth.
- The forward position of the weight of the head and shoulders pushes **kidneys** and **adrenal glands** forward resulting in **congestion** and other symptoms related to those factors.
- Puts strain on the neck and throat and disposes to **neck ache**, **sore throat**, **coughs** and **colds** and **slipped discs**.

The symptoms are not likely to occur each and every time a person leans forward, but are the result of the repetitive, constant or long term affects of that physique.

Turn your good posture and health into a school fundraiser. \$6 from the sale of every POP will be donated to your school. Some examples of items you can purchase for play.



Sell 70 POP 's & receive this
Basketball Hoop

Sell 80 POP 's & receive this Pro
Soccer Table

Sell 100 POP 's & receive this
Pro Air Hockey Table

Sell 130 POP 's & receive this
Archery senior set

Sell 150 POP 's & receive this
Pro line Tennis Table

Order Form