



momentum

magazine

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ISSUE TWO



>> INSIDE:



> **Swimming:**
(The ASA)
Swimming for All -
The benefits it can have



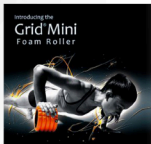
> **Wheels Matters**
Supplement: Aug 2014
Pages 41 - 48



> **British Triathlon:**
Inclusive Sport for
people with a range of
disabilities



Learn how to move more efficiently, feel better and go further...



Trigger Point Performance is a life-enhancing brand that concentrates on providing innovative solutions for those in need of a lifestyle change, performance enhancement, or general wellness. Trigger Point reaches a broad population, ranging from athletes seeking improved performance to inactive individuals seeking better movement. Cassidy Phillips, Founder & President, started Trigger Point Performance after he was diagnosed with fibromyalgia. He made it his mission to understand muscular structure and the regeneration of dysfunctional muscle tissue, which led to his development of the products, education, and methodologies. Phillips conducts seminars and teaches courses on the benefits of self-massage to fitness professionals across the globe. Trigger Point Performance offers a line of deep tissue massage products in their performance kits and the popular GRID® foam roller, all of which are designed to mirror the feeling of a human hand for a more authentic massage.

Trigger points are hyperirritable bundles of tissue that form in the muscles. Myofascial Compression™ Techniques are Trigger Point Performance's revolutionary form of self-myofascial release (or self-massage), defined as building compression in a targeted muscle and moving the distal limbs through a range of motion that replicates everyday function. The goal of MCT™ is to systematically restore tissue elasticity and enhance fluidity and function, which may result in pain reduction, injury prevention, and performance enhancement.

Daily activities such as sitting at a desk, driving, and going through repetitive motions can elicit chronic stress in the muscles. This stress can lead to decreased range of motion, muscle imbalances, and even pain or injury. The Trigger Point products are designed to alleviate these minor aches and pains and to empower people to take care of their bodies. The benefits of foam rolling include improved circulation, increased range of motion, and lengthening of short or tight muscles.

The GRID® foam roller differs from ordinary foam rollers because of its patented design. The GRID® foam roller has three DistroDensity™ Zones that mimic the feeling of the human hand: low & fat like the palm, high & firm like the fingertips, and medium & tubular like the fingers and thumbs (an image would be good here). Its EVA foam and hollow design make it environmentally-friendly and easy to transport. The GRID® foam roller comes in three sizes, including the GRID Mini™ foam roller: the most travel-friendly foam roller on the market. The performance kits, such as the Total Body Kit or the Ultimate 6 Kit, are comprised of rollers and a massage ball made of a patented material that changes shape every five to seven seconds. Trigger Point has also expanded into the world of recovery with the Cold Roller™, which combines cold and myofascial compression. Since education is the cornerstone of Trigger Point Performance,

consumer-friendly guidebooks and DVDs are available for each product.

Trigger Point Performance is one of several specialist brands distributed by Live On The Edge throughout the UK & Europe. Director - Alistair Crawford commented: "We strive to find new innovative products to bring to the UK retail market that will enhance our well-being and love for sport. Our philosophy is to work with like-minded companies, athletes and sports enthusiasts that wish to enhance their performance well-being and Trigger Point has engaged with a broader range of people, it is a life-enhancing brand". The GRID® foam roller is widely used across many sports: athletics, football, basketball, crossfit, triathlon, cycling and rugby and is one of the key pieces of kit you should always have in your kit bag!

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TRIGGERPOINT
 PERFORMANCE THERAPY

Recover faster,
Finish STRONGER.

Maintain natural ease of movement with TriggerPoint™

- Prepare the body for movement
- Relieve pain and discomfort
- Recover faster



Live on the Edge™

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