

ALERT!

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Your Child's Backpack IS Dangerous to their Growing Spine!!!

NEWS FLASH: Two new studies that prove heavy backpacks can lead to both back pain and poor posture in schoolchildren underscore the need for parents to educate their children on the proper use of backpacks.

The first study, published in the May 2003 issue of the journal *Spine*, found that the use of backpacks during the school day - and the weights of the backpacks - are associated with back pain. A second study, presented by researcher Dr. Heidi Orloff at a May 28 meeting of the American College of Sports Medicine in San Francisco, concluded that children actually hunch their bodies forward and lower their heads to accommodate the burden of wearing heavy backpacks.

I have also noticed a marked increase in the number of young children who are complaining about back, neck and shoulder pain. The first question I ask these kids is, "Do you carry a backpack to school?" Almost always, the answer is 'yes.'

There IS a Solution- An Alternative to Dangerous Backpacks

AirPacks are a unique, patented system designed to help your children carry their books more comfortably and safely. The AirPacks System is an innovative "air technology" that uses a combination of air-filled straps and a lumbar cushion to redistribute weight to the stronger, load bearing muscles in the hips and lower back - exactly where medical experts say the weight should be carried.

No more slouching:

By shifting weight to the lower back, and off the shoulder and neck, the AirPacks System creates a fulcrum that promotes an upright standing position. Encouraging the body to stand correctly, the AirPacks System actually improves the overall biomechanics of the spine, reducing the stress on the body by **80%** and lightening the effective load by **50%**. No other backpack can provide the ergonomic support or comfort of the AirPacks.

BACK to SCHOOL AIRPACK SPECIAL:

An Ounce of prevention is more valuable than a pound of cure. Start your kids school year off right. Airpacks look like tradition backpacks and come in many cool colors. There are several models to choose from depending on your child's age.

During the months of August and September we are pricing these Airpacks to SELL... We want your children's spines to be HEALTHY!!!

Buy 1 and get 10% off , buy 2 and get 15% off, buy 3 or more and get 20% off.

Scoliosis Screen- To make sure your child's spine is growing straight and healthy, We will offer a **FREE** Scoliosis Screen and Posture Analysis to every child who gets an Airpack.

PS- We are available to present a fun and educational Workshop at your child's school on **BACKPACK SAFETY-** just give me a telephone number and contact name. The Workshop is **FREE!!!**

PSS- Airpack's make a great Fundraiser for your child's school. Ask for details.

PSSS- Order today so your child can start the school year with a healthy, safe yet **cool** Airpack!!!

BONUSES
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