

LIFE AND LONGEVITY GUIDE

About this guide..

We don't just work with athletes, in fact, the majority of our client base are people just like you looking to improve their overall quality of life.

Within this brochure you will find the ways in which we can help you:

- Reduce aches and pains
- Improve posture and function
- Manage weight through sustainable nutrition

We understand that the majority of people will only act on any aches, pains or apply nutritional changes in a reactive manner.

This is why we have set out to create a monthly programme that is specifically tailored to your needs. Allows us to address these factors and implement small changes to improve your quality of life.

So, if you're struggling with injury, or simply just want more energy when playing with the grandchildren then let us help.

Consistently approach your daily living...

We believe that everyone can improve the quality of daily life when they apply a consistent approach to their recovery and wellness.

No matter what your age, ability, or current fitness we help you address factors that we often see holding people back.

Typically we begin with three main assessments:

- How muscle tension is effecting your daily life
- How your postures effecting your body
- Your nutrition, its quality, and its sustainability

Once we have assessed these factors it becomes easy for us to implement changes that are specifically focused on improving your daily living. We believe in consistency and will only ever prescribe you a routine that fits into your daily schedule.

We understand it's easy to blame your age, previous diet attempts that we're simply unsustainable, or accept injuries that you have lived with for years.

However, these are all factors that are reducing your quality of life.

The Creo Rehabilitation and Performance Team

Aches and pains

We regularly see clients who have accepted chronic injuries as part of their daily living. Rather than taking care of our bodies we simply accept the symptoms.

If you've ever:

- Taped limbs before exercise
- Iced joints after to reduce swelling
- Accepted that the issue you've had for ages is now normal

You've adjusted your way of thinking to live with pain. You're finding a way to continue exercising without taking responsibility of the issues. If your house boiler was to break, would you patch it up or get it resolved?

We work with you to unbind you from this way of thinking, no human without a medical diagnosis should be living day to day with chronic pain.

Therapy to reduce aches and pains

We want to help clients understand that chronic pain isn't always necessary.

To reduce aches and pains, firstly we must establish their cause. A combination of mobility testing, strength testing, and hands-on treatment allows us to determine the requirements needed to reduce your symptoms.

Sometimes we need further medical intervention. However, more commonly than not, our initial assessment highlights reasons associated with the pain. This could be reduced range and/or strength in the associated areas of discomfort.

As a result of the reduced strength and range of motion at the joint. We lose the ability to absorb the forces place on them. Once the demands of daily living and exercise outweigh the joint's ability to absorb the forces it's common to see symptomatic pain.

Our methods of reducing pain always coincide with enhancing movement quality. By improving joint range, you improve movement quality.

Change is possible when it comes to chronic pain and injury.

Improve your posture and function

Posture should be considered with nearly all musculoskeletal problems. Poor alignment has a direct relationship to painful conditions.

To maintain our posture, we rely on the body's muscular system to provide equal opposing forces to hold the joints in correct alignment. One of the main influences that disrupt our posture is our lifestyles. Physical repetition, hours of sitting, and manual laboring roles, causes some muscles to become overused, but more importantly others to become weak as they are underused.

These changes mean that the body cannot maintain its equal forces as the imbalances develop. Over time the fascial network adapts to this position making it more permanent and our posture is changed. It's important to note that this can be changed.

It's also important to understand that there is a direct link between the position of a joint and its function. For example, lifting the arms out to the side and overhead is easier when the shoulders are pulled back. The majority of us carry our shoulders in a forward (protracted) position. When we try the same arm elevation test this becomes more difficult we lose available range and often a pinch can be felt as we compress tissues.

Therapy to improve your posture

We assess posture with a static and dynamic assessment.

We are making a visual comparison of opposite sides to identify any muscular imbalances, deviations, and positional changes. In an ideal world the spine, pelvis and legs would be neutrally aligned. This though is incredibly rare.

Once we know which muscles are short and which ones are being inhibited we can further understand which movements will be compromised, why they are getting symptoms in certain areas and in the case of injury which ones are potentially contributing to this.

To address these imbalances we must:

- Loosen the hypertonic (overused) muscles
- Activate the inhibited muscles to restore balance
- Ensure the client has control of both static and dynamic movements

We use a mixture of hands-on massage techniques, joint mobilizations, and other modalities to help our clients improve their posture. Improve movement, reduce pain and improve their quality of life.

Weight Management

When it comes to weight loss it is very easy to be roped into a negative dieting mindset which will ultimately be the reason you fail. For most people, the first thing that comes to mind when they think of losing weight is a drastic reduction in food intake. Although, in reality such drastic energy reductions will provide you with no long-term benefit. Yes, you may lose weight in the first month or so but how long can you really continue eating in this way? The answer to that is – not very long. After months of restricting your food you will inevitably reach a point where you start to eat more again and regain any weight lost (and potentially more) due to alterations in your body's metabolic functioning. At this point, you will likely start to restrict your food again and the process will repeat with each time becoming more difficult to shift the weight. This is often referred to as 'weight cycling' or 'yo-yo dieting'.

The consequences of such diet techniques include:

- A reduced Basal Metabolic Rate (BMR)
- Long-term weight gain
- Lack of nutritional understanding
- Possible nutritional deficiency

Weight Management

Understanding your body's nutritional needs and consuming a well-balanced diet which is rich in high quality protein and carbohydrates, fibre, unsaturated fats, micronutrients and necessary supplementation is important to enhance quality of life, reduce risk of chronic disease and promote longevity.

When living a busy life, it is easy to forget about the importance of adequately fuelling your body. As a result, you may experience an increased level of fatigue from day to day and rely heavily on stimulants such as coffee to keep you functioning. This is incredibly unsustainable, and your body will not be able to tolerate this lack of nourishment long-term.

Consequences of a poor diet:

- Possible nutritional deficiencies (such as iron deficiency anaemia)
- Increased risk of chronic disease such as type 2 diabetes, heart disease and obesity
- An increased level of fatigue and potential 'burn out'

Nutrition to Manage Weight and Improve Quality of Life

Prior to any nutrition treatment, we will carefully assess your current dietary and lifestyle habits to identify any areas of weakness which may be inhibiting you from achieving your goals and negatively impacting your health. This enables us to understand where you are going wrong with your nutrition and identifies the areas which need to be focused on.

Our nutritional advice is highly personalised to you. We take into consideration your lifestyle, activity levels, dietary preferences and goals whilst understanding any barriers you may face. That way we can ensure that the advice you receive is tailored to every aspect of your life, enhancing its efficacy.

When it comes to weight management, we emphasise sustainability, simplicity and food enjoyment to help generate long-term results. We don't promote fads, 'quick-fixes' or unrealistic diet rules, but instead simple and effective dietary changes with the aim of helping you form long-term healthy habits and achieving your goals.

Nutritional education is a large aspect of how we work as we aim to give you the knowledge and skills you need to manage your nutrition independently long-term.

About our packages

Everyone can benefit from a specific, holistic and consistent approach to recovery which will help maximise your performance and health.

Our packages maximise your results by combining our Therapy and Nutrition services and are sold at a 10% discount on individual purchases.

3 simple steps to your bespoke package:

- 1 Choose your route**
Are you looking to improve recovery and performance or your quality of life?
- 2 Consider your bias Nutrition / Therapy**
How much therapy or nutrition guidance do you require? Our gold, silver and bronze packages offer varying levels of support. You must select one therapy and one nutrition product. If you're unsure we can assist you with this part.
- 3 Choose your two products**
Remember to choose one of each. Our packages cater for all budgets and levels of support.



£122.50

3 sessions per month



£81

2 sessions per month



£41.50

1 session per month

Therapy

Nutrition

£157.50

Bespoke nutrition plan

£108

Consultation + Monthly support

£63

Consultation

*To calculate your individual price combine the price of your two packages
All packages are month by month with no contract or long term commitments..*



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