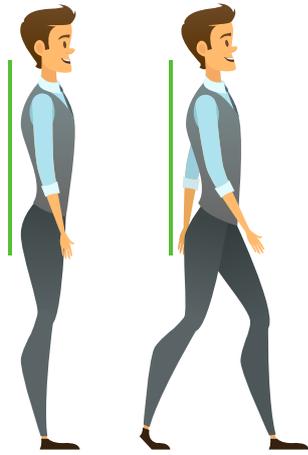
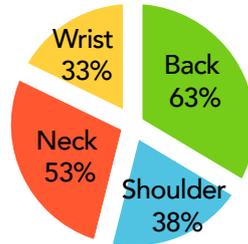


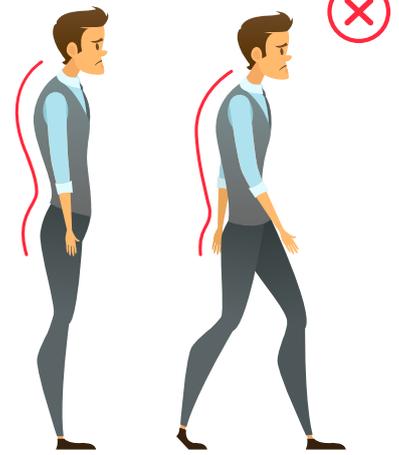
# Why Posture Matters



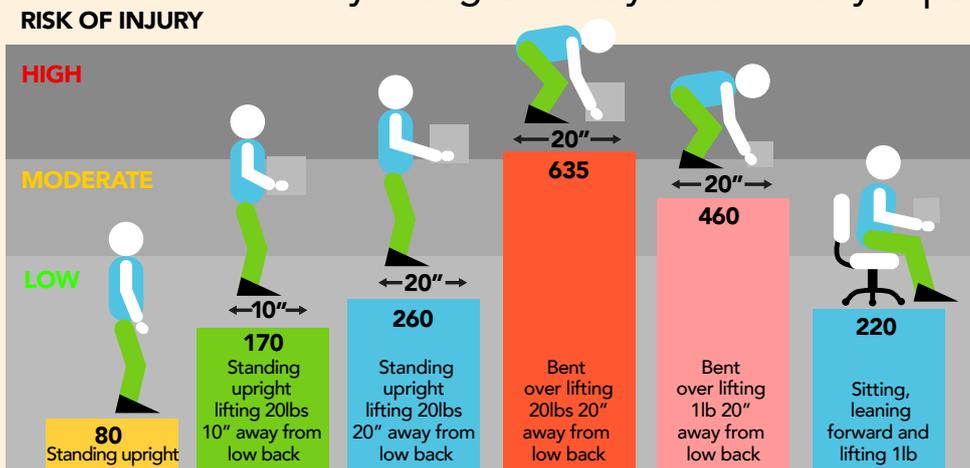
## The Most Common Areas of Pain from Poor Posture



Poor posture causes chronic back and neck pain, migraines, stress, sleep disturbances, neural problems, muscle strain, disc degeneration and many more problems.



## Why Lifting Correctly is Particularly Important



**POUNDS OF COMPRESSIVE FORCE ON LOWER BACK**



## Poor Seated Posture Causes Many Muscular Changes



Sitting slouched or hunched over puts 200lbs of pressure through your lumbar spine. Poor sitting posture results in shortened hip flexors and long weak gluteus muscle, rounded shoulders and a head forward (poking chin) posture.

The information contained in this article is intended as general guidance and information only and should not be relied upon as a basis for planning individual medical care or as a substitute for specialist medical advice in each individual case. ©Co-Kinetic 2019