

## BStrong4Life® BENEFITS

- Increase bone density (BMD)
- Increase strength
- Improve muscle tone
- Improve balance
- Increase core strength
- Increase flexibility
- Improve spinal stability



## REFERENCES

- 1 Stevens JA, Corso PS, Finkelstein EA, Miller TR. The costs of fatal and nonfatal falls among older adults. *Injury Prevention* 2006b;12:290–5.  
Alexander BH, Rivara FP, Wolf ME. The cost and frequency of hospitalization for fall-related injuries in older adults. *American Journal of Public Health* 1992;82(7):1020–3.
- 2 Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System
- 3 Jager TE, Weiss HB, Coben JH, Pepe PE. Traumatic brain injuries evaluated in U.S. emergency departments, 1992–1994. *Academic Emergency Medicine* 2000 & 359; 7 (2):134–40.
- 4 Bell AJ, Talbot-Stern JK, Hennessy A. Characteristics and outcomes of older patients presenting to the emergency department after a fall: a retrospective analysis. *Medical Journal of Australia* 2000; 173(4): 176–7.
- 5 Hornbrook MC, Stevens VJ, Wingfield DJ, Hollis JF, Greenlick MR, Ory MG. Preventing falls among community-dwelling older persons: results from a randomized trial. *The Gerontologist* 1994;34(1):16–23.
- 6 Vellas BJ, Wayne SJ, Romero LJ, Baumgartner RN, Garry PJ. Fear of falling and restriction of mobility in elderly fallers. *Age and Ageing* 1997;26:189–193.
- 7 Vellas BJ, Wayne SJ, Romero LJ, Baumgartner RN, Garry PJ. Fear of falling and restriction of mobility in elderly fallers. *Age and Ageing* 1997;26:189–193.

Visit our website for more information  
on this life changing technology.

[www.BStrong4Life.com](http://www.BStrong4Life.com)

**B•STRONG4LIFE®**

**866-515-4907**

[www.BStrong4Life.com](http://www.BStrong4Life.com)



**FALL PREVENTION  
AND BALANCE**

**BALANCE  
STRENGTH  
BONE HEALTH**

**B•STRONG4LIFE®**

## THE COLD HARD FACTS...

Each year, 1 in 3 people age 65 and older suffer a fall. 20-30% of victims sustain moderate to severe injuries such as fracture of the hip and or head injuries that increase the risk of early death. These injuries often restrict daily life, and reduce or eliminate independence.<sup>1</sup> Fortunately, falls are a public health problem that is largely preventable.

**In 2000, traumatic brain injury accounted for 46% of fatal falls among older adults. The death rates from falls among older men and women have risen sharply over the past decade.**<sup>2</sup>

**Most fractures among older adults are caused by falls.<sup>3</sup> The most common are fractures of the spine, hip, forearm, leg, ankle, pelvis, upper arm, and hand.**<sup>4</sup>

**Men are more likely than women to die from a fall. After taking age into account, the fall death rate in 2009 was 34% higher for men than for women. Older whites are 2.4 times more likely to die from falls as their black counterparts.**<sup>5</sup>

**Fall rates differ by ethnicity. Older non-Hispanics have higher fatal fall rates than Hispanics.**<sup>6</sup>

**Individuals who fall, and escape injury, often develop a fear of falling. This fear limits activity, leading to de-conditioning and greater risk of falling- a truly vicious cycle of functional degeneration.**<sup>7</sup>

## FOCUSING ON THE CAUSE... WHAT MUST BE DONE?

### **Regular, vigorous and challenging exercise.**

It is important that training focus on increasing leg, thigh and core strength, improving balance, and that the training progressively increase in intensity over time.

**Every patient's doctor or pharmacist must review medicines**—both prescription and over-the counter—to identify those that may cause side effects or interactions that produce dizziness, drowsiness or muscular weakness.

**Vision health is important;** each individual must have their eyes checked by an eye doctor once a year and update prescriptions to optimize vision. Consider eyeglasses with single vision distance lenses as opposed to bi-tri-focal lenses for activities such as athletics or walking outside.

**Environmental precautions...**reduce trip hazards, add grab bars inside and outside tub, shower and toilet, add railings on both sides of stairways or other transitional areas and improve lighting.



## A POWERFUL PRO-ACTIVE SOLUTION TO PREVENT FALLS...

The BStrong4Life Training System<sup>®</sup> is specifically designed and uniquely applied to each individual to address the musculoskeletal necessities of balance, core strength and bone health. Fall prevention is a result of working with the body to naturally stimulate optimum adaptation of the nerves, muscles, joints and bones to an ever changing environment. BStrong4Life Training<sup>®</sup> provides a scientific solution to improve strength, balance and bone health, resulting in improved structure and function. This specialized combination of high-intensity, short-duration exercises and dynamic postural and core muscle re-training efficiently incorporates concentric, isometric and eccentric muscle contraction forces to produce unprecedented improvements in balance, core-strength, posture and bone health.

**In as little as one 15-minute training session per week a body can become stronger, straighter and more stable to maximize the potential to live life fully**

**BALANCE  
STRENGTH  
BONE HEALTH**

**BE STABLE.**

**BE STRONGER.**

**BE SAFER.**