



May e~NEWSLETTER

This month's e-newsletter includes-

- **Upcoming events**
- **Website of the month**
- **XOSIZE Active Sponsorship**
- **Quote of the month**
- **Importance of Shoe Choice**
- **Get straight to sleep for a healthy life**

1. Upcoming Events

Run Melbourne www.starttofinish.com.au

Date: Sunday 22 June 2008

Distance: 5km run/walk - 9:20am, 7.5km walk - 9:25am, 10km run - 9:00am and Half Marathon (21.1km run) - 7:15am

Venue: Federation Square, Melbourne

2. Website of the month

The XOSIZE Online shop is now up and running.

Don't forget every recipient of the newsletter receives a **20% discount at both XOSIZE Active and Onlinesportstore.

Simply log into www.onlinesportstore.com.au and type in **XOSIZE** in the Coupon Code to receive your 20% discount.

3. XOSIZE ACTIVE Sponsorship

XOSIZE is pleased to announce we have secured 2 new sponsorship agreements - **The Southern Football League** and **Triathlon Victoria**.

XOSIZE will be included in the upcoming Tri Vic Duathlon Series taking naming rights of the *Dash Series* and will be supplying the SFL teams with compression gear.

More details on the Victorian Duathlon series can be found at www.trivic.org.au



4. Quote of the Month

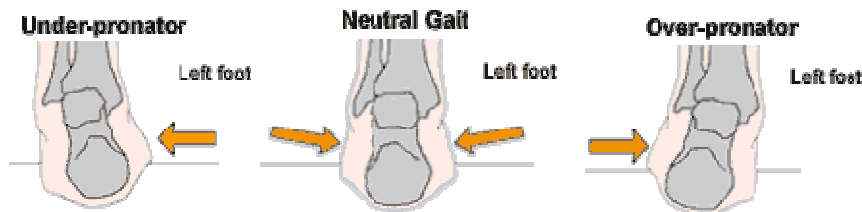
Failure is not an option. Everyone has to succeed.
Arnold Schwarzenegger

5. Importance of Shoe Choice

An often overlooked accessory for most recreational runners / walkers & joggers is their footwear.

Unfortunately, many people are getting around in inappropriate footwear that are not suited to their foot type, therefore creating discomfort to the individual and also leading to injury.

There are 3 core foot type groups:-



A large percentage of people fit within the **Over-pronator** category which actually means these people tend to have a slight inward roll with each strike.

The second largest group being a **Neutral foot group** meaning the individual has very little roll of the foot and tends to strike without any problem at all.

The third group being the **Under-pronator group** which actually means these people tend to roll their feet outwards in the motion of foot strike.

With the foot types identified it will provide you with a good indication of what shoe you will actually need and what will be most effective in assisting on correcting / supporting your foot type.

Over-Pronators tend to have a much larger selection to go from as there are a lot of manufacturers producing great shoes with midfoot support to help straighten out any probmatic foot roll.

A neutral striker does not need a shoe with a lot of midfoot support so can go with a shoe that is fairly direct in design and contains the right support in the heel and forefoot region for a more comfortable strike. Under-

Pronators require a shoe that contains support in both the inner and outer midsole. In general this will contain a lot more cushioning / support within its design.

If you are unsure of your foot type the best way to find out is to visit XOSIZE Active and receive a free foot assessment to determine what shoe is going to be best for you.

***** A recent addition to XOSIZE Active's foot analysis system is an Australian first using a foot print system called the "Foot Disc" (a German innovation not yet available / used in Australia as yet – XOSIZE Active being the first!)***

6. Get straight to sleep for a healthy life

Chiropractic Care Week May 19-25



Do you know that poor spinal health and musculoskeletal conditions can prevent you from obtaining a good night sleep?

A good nights sleep is an essential part of a healthy lifestyle, however over 1.2 million Australians suffer form sleep disorders, costing the country \$10.4 billion (1). During Chiropractic care week, Chiropractic Solutions are urging Australians to “get straight to sleep for a healthy lifestyle” and is offering specialist advice to help choose comfortable mattresses and pillows to avoid spinal health problems and poor sleep.

We spend one-third of our lives in bed, so it's extremely important to choose the best possible mattress to look after our spines. For many Australians, the underlying cause for poor sleep quality and joint pain is literally right under them.

A recent study published in the Journal of Chiropractic Medicine showed that compared to mattresses five years and older, a new mattress significantly reduced back pain, shoulder pain, spinal stiffness, and improves sleep quality and comfort. (2)

Sleep disorders such as insomnia have been associated with painful musculoskeletal conditions, and patients with poor spinal health have greater difficulty falling asleep. There is a direct link between spinal health, mattress choice and quality of sleep. Limited sleep impacts every aspect of life, regardless of age.

Sleep Disorders can lead to reduced work and academic performances, increased motor vehicle accidents, increased use of alcohol, and emotional problems. Studies have shown that patients with sleep disorders, such as insomnia, report decreased enjoyment of relationships, are less likely to help their children with homework, tend to avoid exercise in favour of TV, and receive fewer pay rises and promotions at work. (3, 4, 5, 6)

A bed that is too firm will elevate the hips and shoulders, causing the spine to sag in the lower back region, whereas a bed that is too soft will cause the spine to sag at the hips. All of this potentially leads to long term spinal health problems and negative consequences on everyday life

Important facts regarding mattresses:

- Firmness is important – a mattress should be firm, comfortable and supportive, but not too hard as has been recommended by some specialists in the past
- Replace your mattress every five to seven years
- Look for a mattress with internal spring mechanisms when buying. Ideally different regions of a mattress should have individual springing to best support different areas of the body.
- If there is sagging in the middle of the mattress, or you feel you are rolling into the centre, it's time to replace it.
- Look for a mattress that provides support from head to toe – there should not be any gaps between your body and the mattress
- Try before you buy! Make sure you lie down on a potential mattress for a minimum of five to ten minutes. Sitting on it is not enough.

Pillows are often overlooked by many and have a big impact on neck pain and resulting sleep quality. Pillows should be replaced every two years, especially if they turn flat or 'lumpy'. They should have enough give to allow your head to mould in to it, whilst supporting the space between the head and shoulders.

Not only are Chiropractors the spinal health care experts, they are also university qualified to provide a range of advice on how to get straight to sleep, including mattress and pillow selection, nutrition and exercise.

When your body works well, you sleep well. When you sleep well, you live well.

For a free spinal and Injury assessment, or advice on sleep issues, please contact Chiropractic Solutions on 9557 0251.

**Chiropractic Solutions
685 Centre Rd Bentleigh East
www.chirosolutions.com.au**

References

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- ² Jacobson, B.H., Wallace, T., & Gemmell, H. (2006). Subjective rating of perceived back pain, stiffness and sleep quality following introduction of medium-firm bedding systems. *Journal of Chiropractic Medicine*, 5(4), 128-134.
- ³ Zammit, G., Weiner, J., Damato, N., Sillup, G., & McMillan, C. (1999). Quality of life in people with insomnia. *Sleep*, 22 (Suppl 2), S379-S385.
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