

# ROCKTAPE

Go stronger, longer

FREE CLINIC!  
July 13th  
333 W. El Camino Real  
Sunnyvale CA  
408 314-4462



## ENDURANCE TAPE FOR ATHLETES

**ROCKTAPE is about going faster, harder, longer and farther. ROCKTAPE can help almost any athlete achieve better results by reducing fatigue and increasing endurance.**

**Are you a healthcare professional working with athletes?**

**Do you want to learn new techniques to increase client performance and satisfaction?**

Welcome to "Power Taping" by ROCKTAPE. Developed by Dr. Steve Capobianco, **Power Taping** opens up a whole new way to increase athletic performance - for everyone from the weekend warrior to the elite athlete. Dr. Capobianco and Greg van den Dries, ROCKTAPE CEO, will offer their insights into this new technique and market.

Join us for a complimentary 1 hour session that will explore the science, technology and benefits of Power Taping with ROCKTAPE.

Please contact Christopher Brownlee at 408 314 4462 to RSVP. Seating is limited.



**US National Track Champion, PROMAN TEAM Member and 2012 Olympic Hopeful Shelley Olds:** "ROCKTAPE is perfect for long road rides or multi-day races, anytime you need help managing fatigue and recovery....

## Synopsis

The technology behind all Kinesiology tape is that a bias is introduced into the weave of the cotton when the tape is woven. This bias means the tape will stretch in only one direction and the tension of the weave is engineered to mimic the same elasticity as skin. Together, these properties create what we call a "Bio-Mechanical Lifting Mechanism". This simply means that the tape can lift the skin away from the soft tissue underneath the skin. This lifting capability is what promotes blood flow and lymph drainage.

## But what about performance improvements?

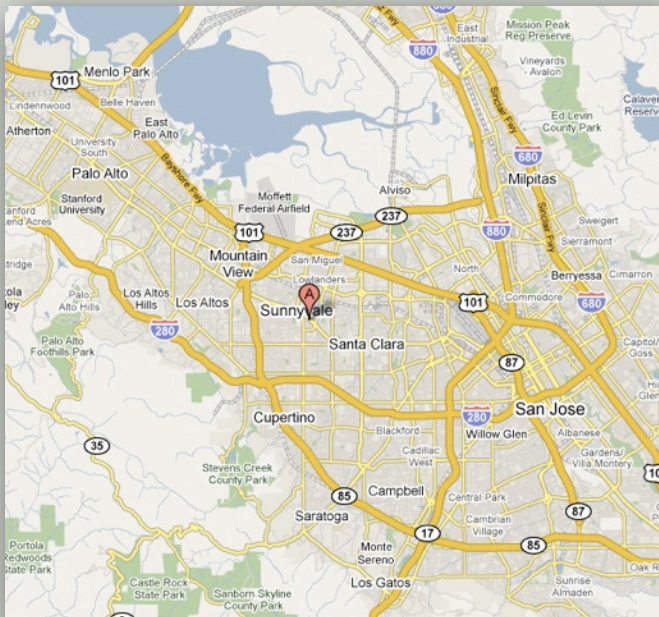
The same science that is used to treat injuries can be applied to promote better circulation and lymph drainage for sports applications. By applying ROCKTAPE to specific muscle groups, we are able to reduce muscle vibration, accelerate blood flow out of the muscles to encourage oxygenation and

promote lymph drainage, which helps remove lactic acid. These functions provide the athlete with additional endurance and help promote recovery.

Additionally, ROCKTAPE has developed a new protocol for taping called "Power Taping". By taping all the muscle groups associated with a particular sport, we create a sports specific bio-kinetic chain. For example, with cyclists, we tape the calves, quads and hip flexors. With these muscles taped, they become "engaged", both mechanically and mentally. By wearing ROCKTAPE during and after training, the athlete can increase endurance through better blood flow, and accelerate recovery as well.

Whether used for muscle repair, stability management, recovery or enhanced performance, ROCKTAPE can be a valuable component in the athlete's toolkit.

Join team ROCKTAPE as we discuss an overview on performance improvement via our taping method.



## RESULTS

