

P O S T U R E

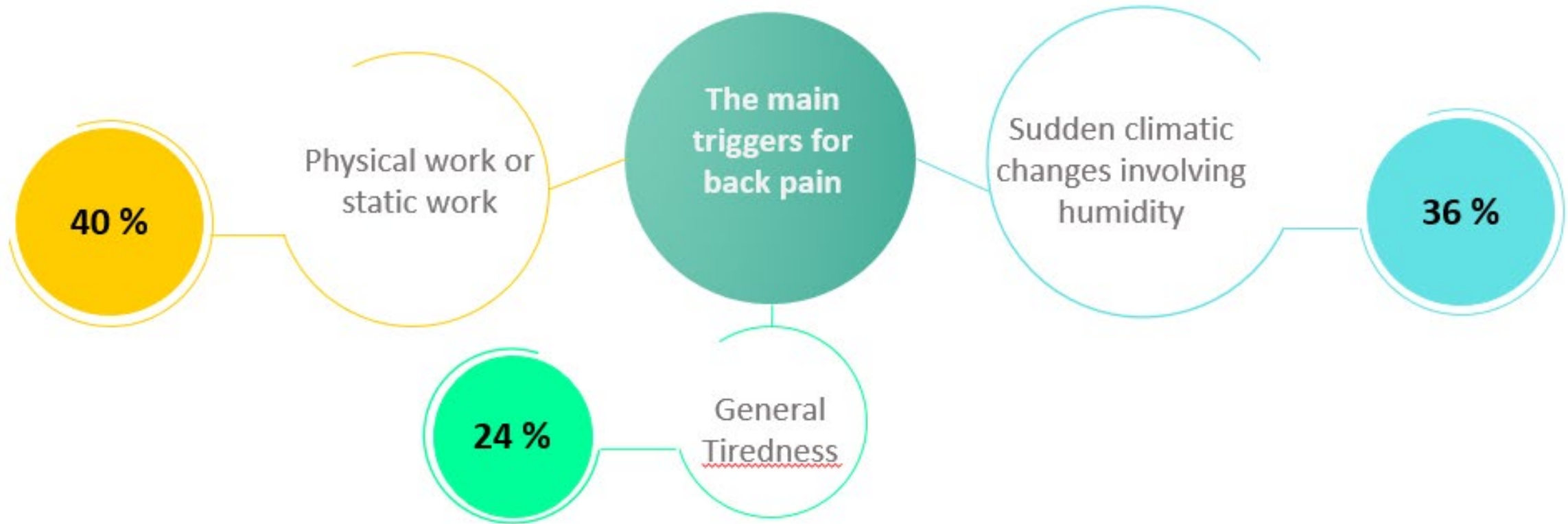
R E M I N D E R T - S H I R T

Relaxsan Posture is a new project that we Calze G.T. srl started developing more than 2 years ago. Together with a R&D lab in Monastir Tunisia, we made a lot of research, clinical trials and testing to develop the final product with all the properties and characteristics to be a real effective and high qualitative posture reminder t-shirt.

Our main scope was not to make something that impose and force the body to stay a specific position, because not comfortable and sometime very noising, but to make a product that can teach the body and remember it to move and keep proper position and posture. Our t-shirt is made exactly with these idea, to use different elastic bandages to stimulate the muscles and body sensors with a light pressure to make them react and move the to the correct position.

This is why we call the products **POSTURE REMINDER T-SHIRT**.

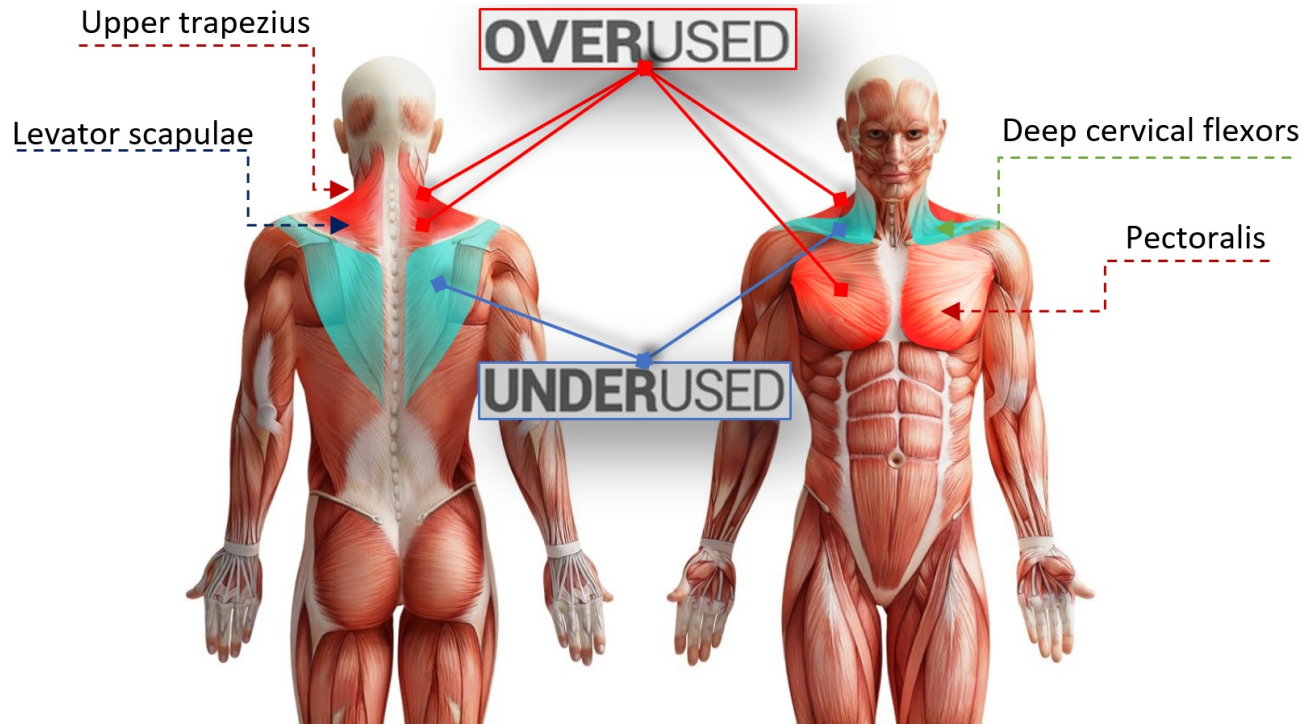
# Triggers for back pain



## Origin problem and solicited muscles:

### 1. The muscles inhibited following the syndrome cross higher:

A frequently encountered posture, during a bad back posture, is the forward head with the shoulders tilted forward. The term to describe this problem is **the upper cross syndrome**.



*In this project our goal is to solicit and reinforce the inhibited dorsal muscles.*

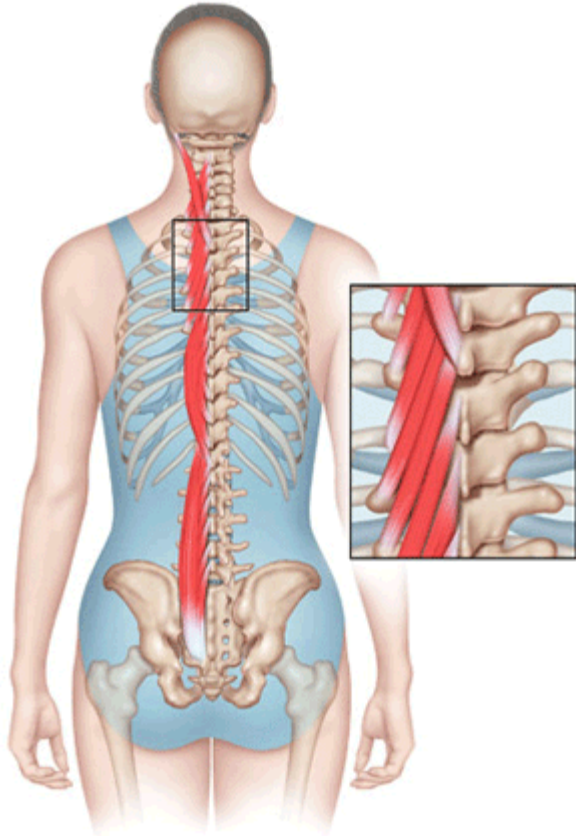
In the case of this postural imbalance, it can be observed that the upper body is affected crosswise and that there are weak muscles (inhibited) and other tension (facilities) at each end of the "X".

- When a muscle is inhibited, it becomes somewhat lazy and sleepy, so the body has to overcome this problem by using other muscles to perform the task by changing the way of doing the movement, which is called biomechanics.
- The facilitated muscles, on the other hand, are recruited easily, or even too easily, and come to change the biomechanics by being constantly involved when we must make a movement that otherwise would not solicit them little or not.

## Origin problem and solicited muscles:

### 2. Para-vertebral muscles :

Spinal muscles are muscles **erectors of the spine (paraspinal)**. They extend in length on both sides of the spine.



These muscles allow the recovery of the trunk and control the flexion and inclination of the column.

Among these muscles is the multifidus muscle which forms a bundle of transverse spiny muscles.

Being the deepest of the muscles of the back, its contraction makes it possible to reduce the previous pressures exerted on the intervertebral discs.

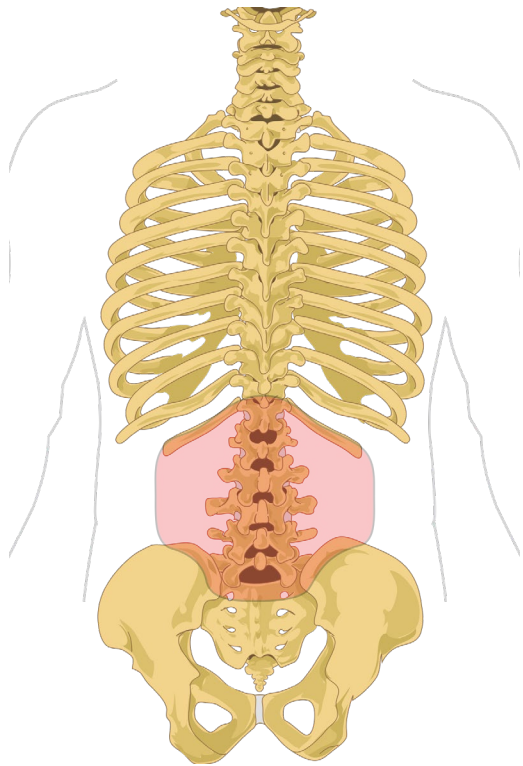
He is involved in endurance muscular work and is the target of physical rehabilitation and physical restoration programs.

In this project our goal is to keep those muscles and subsequently maintain the spine.

## Origin problem and solicited muscles:

### 3. The muscles of the lumbar area :

The lumbar spine is the most mobile after the cervical region of all the curvatures that we possess especially in flexion-extension motion. In addition, being the most inferior region of the spine just before the sacrum, it is therefore subject to compression efforts and the most important constraints.



Two features that make it an eminently fragile area.

Among the muscles of the lumbar zone there are the oblique muscles of the abdomen and the long dorsal muscle.

These muscles are very important, since they maintain the standing or sitting position and provide the right position of the spine while its torsion or its downward inclination.

**The long dorsals** are the ilio-costal muscles of the back and loins ; **they ensure the verticality of the spine.** They allow to raise the bust, leaning forward. They also provide lateral inclination of the spine.

Thus among the objectives of the product is to strengthen and maintain the area lumbar.

## Origin problem and solicited muscles:

### 4. Bridging the shoulder blades:

By bridging the shoulder blades, both right and left rhomboid cause an adjustment of the thorax and advanced bust.



It is therefore important to strengthen these muscles to correct the posture.

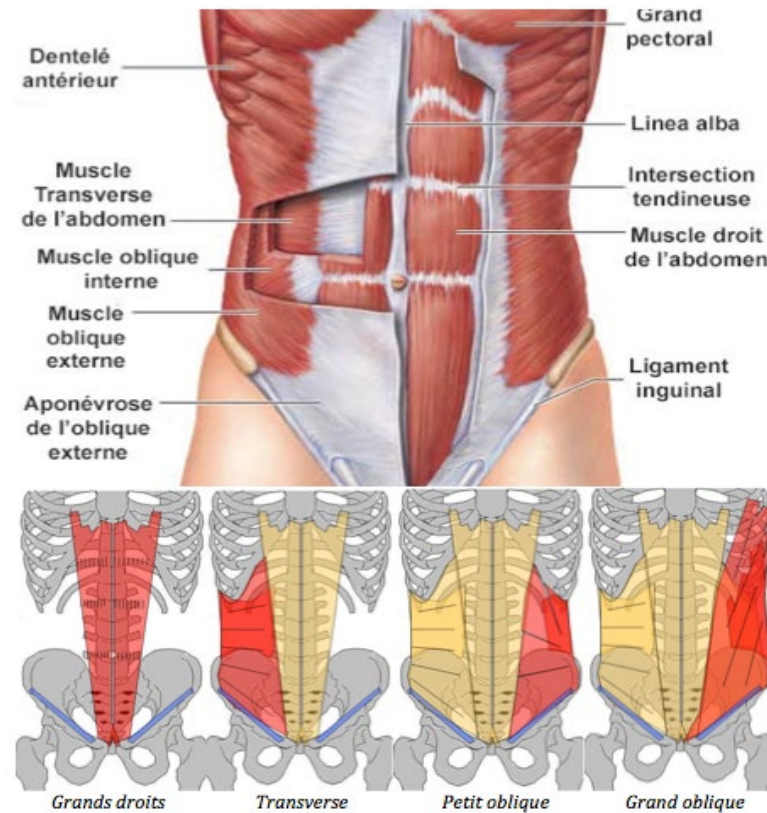
These muscles are superficial back muscles located between the shoulder blades (scapulas), between the postero-superior serrated muscle and the trapezius muscle

For these reasons, we opted for inter-scapula support blocked to bring shoulder blades together which is one of the goals of the t-shirt for straight up the back.

Origin problem and solicited muscles:

## 5. The muscles of the abdomen:

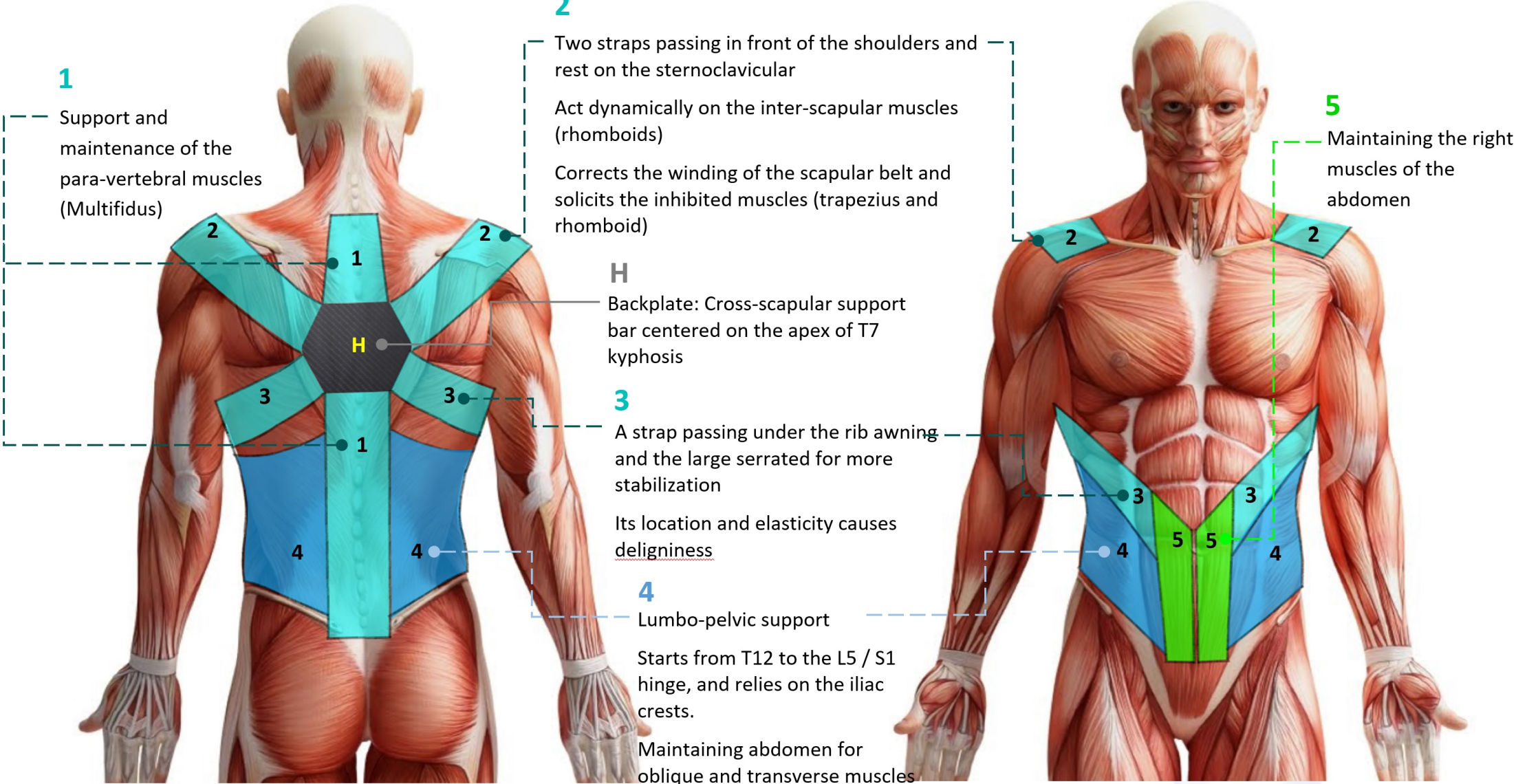
In case of bad posture, it is necessary to rebalance the front to avoid the risk of multiplying the backache.



For these reasons, we opted to curve the abdomen muscles including the oblique muscles, the transverse muscles and the right muscles of the abdomen.



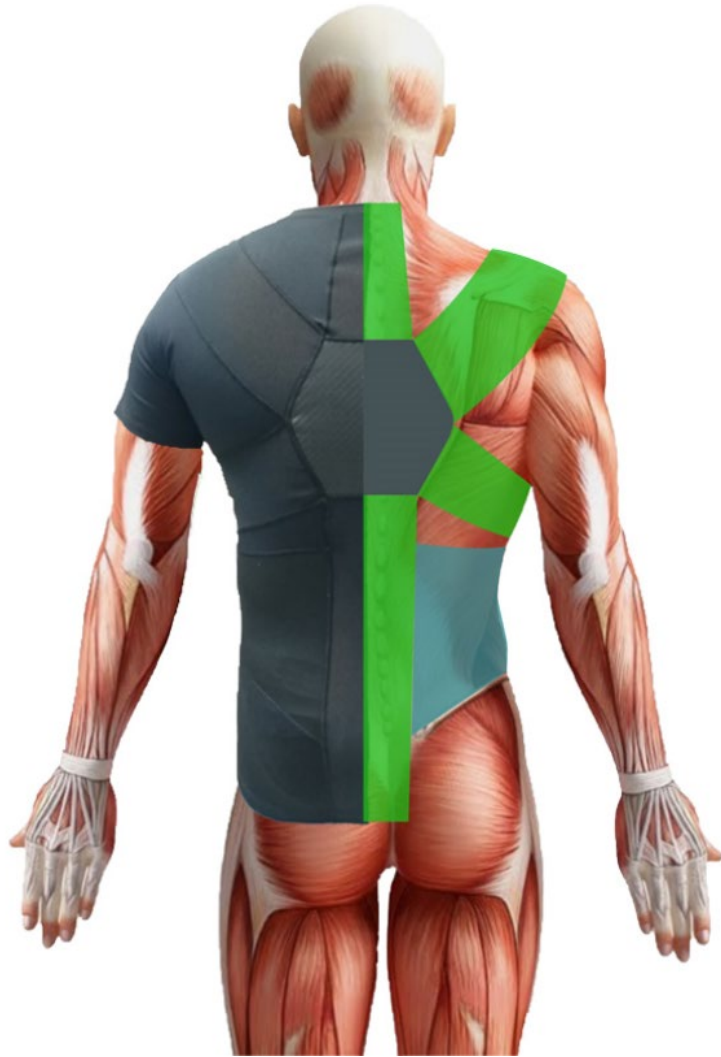
# The tense bands of the posture t-shirt



# Product details



## T-Shirt characteristics:



- Flexible and comfortable ergonomics during activities: office work, sports activity, handling ....
- Discreet, fine and light material that wicks away moisture.
- Molding and marrying the silhouette.
- Thin materials and light and breathable to make the t-shirt comfortable and invisible under the garment.
- Elastic bands in breathable mesh.
- Anatomical shape.
- Targeted support for the upper back and shoulder joints.
- Innovative inter-scapular blocking tissue for fixed T7 support and to enhance chest opening.
- Targeted and graduated compression zones.
- Optimal distribution of forces.
- 4-way stretch sewing for a comfortable fit.
- Convenient zip opening for easy port.
- Wide V-neck for discreet wearing under clothing.
- Valid in 5 sizes for men and women.
- Ventilation in the back zone to prevent overheating.

## Claims and good facts of the T-shirt:

- Activate the muscles
  - Blocked material on the shoulder blades that amplifies the opening of the chest in case of bad posture
  - Tensors pull the shoulders back and open the chest in case of poor posture
  - Maintaining the vertical posture
  - Align the spine correctly
  - Promotes optimal posture and back support
  - Keep on the lower back: lumbar area
  - Flat stomach structure
  - Increases upper body strength
  - Increases oxygen supply.
  - Wearing a t-shirt that corrects the attitudes of the spine improves the efficiency and effectiveness of the expiratory muscles, presumably by bringing into play the myotatic reflex.
- ⇒ This elastic garment can improve the bad posture, pulmonary function, productivity and reduce wearer fatigue.



ALIGN  
THE SPINE  
CORRECTLY



MAINTAINING  
THE VERTICAL  
POSTURE



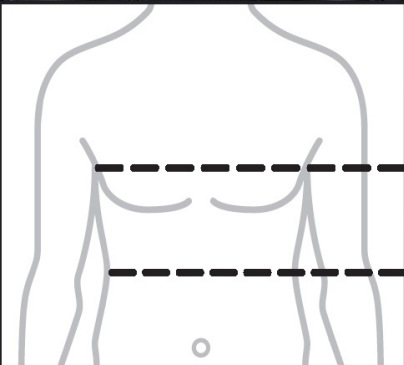
INCREASES  
OXYGEN  
SUPPLY



ACTIVATE  
THE  
MUSCLES

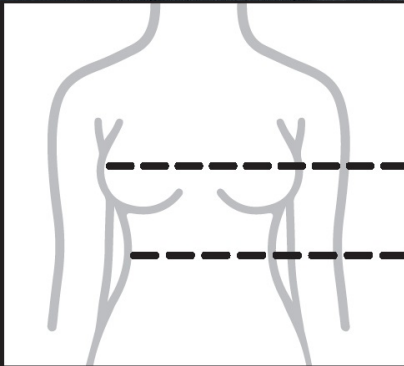


FLAT  
STOMACH  
EFFECT



	S	M	L	XL	XXL
A	86 - 94 cm 33,9 - 37 in	94 - 102 cm 37 - 40,2 in	102 - 110 cm 40,2 - 43,3 in	110 - 118 cm 43,3 - 46,5 in	118 - 126 cm 46,5 - 49,6 in
B	80 - 88 cm 31,5 - 34,6 in	88 - 97 cm 34,6 - 38,2 in	97 - 106 cm 38,2 - 41,7 in	106 - 115 cm 41,7 - 45,3 in	115 - 124 cm 45,3 - 48,8 in

Men's Style



	XS	S	M	L	XL
<b>A</b>	74 - 82 cm 29,1 - 32,3 in	82 - 90 cm 32,3 - 35,4 in	90 - 98 cm 35,4 - 38,6 in	98 - 106 cm 38,6 - 41,7 in	106 - 114 cm 41,7 - 44,9 in
<b>B</b>	60 - 68 cm 23,6 - 26,8 in	68 - 76 cm 26,8 - 29,9 in	76 - 84 cm 29,9 - 33,1 in	84 - 92 cm 33,1 - 36,2 in	92 - 100 cm 36,2 - 39,4 in

Women's Style