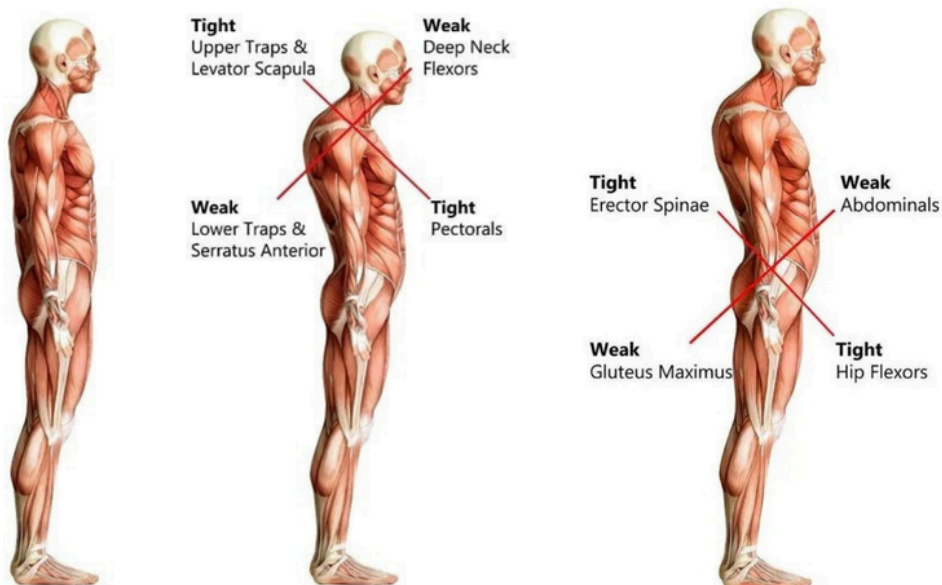


## FREE STARTER GUIDE

### Why Your Back Rounds, The Real Cause

Rounded back is not about laziness or bad habits. It is a **muscle imbalance**, certain muscles have become tight and overactive, while opposing muscles have become weak. The moment you stop consciously "sitting straight," your body defaults back to the imbalance. This is why will power alone never works.

Zone	TIGHT (Overactive)	WEAK (Underactive)
Chest & Shoulders	Pectorals, Anterior Deltoid	Rhomboids, Mid/Lower Trapezius
Neck & Head	Upper Traps, SCM, Suboccipitals	Deep Neck Flexors
Core & Hips	Hip Flexors, Lumbar Erectors	Glutes, Deep Abdominals (TVA)



## 5 Mistakes That Are Making It Worse

- 1 Only stretching, never strengthening**  
 Pair every stretch with its opposing strengthening movement.
- 2 Strengthening the wrong muscles**  
 Avoid chest press and sit-ups. Prioritize rows, face pulls, and glute work.
- 3 Stopping when the pain goes away**  
 Pain disappearing is when you continue, it means the tissue is responding.
- 4 Ignoring the thoracic spine**  
 The curve lives in T6–T10. If this area has no mobility, nothing above or below will hold.
- 5 Exercising for 30 min then sitting poorly for 16 hours**  
 Fix your screen height, raise your phone, set hourly movement reminders.

## Your 7-Day Starter Routine

A real routine, not a preview. Do this everyday for 7 days. Each session takes ~20 minutes.

<b>STRETCH</b>	<p><b>Doorway Chest Stretch</b>  <b>3 × 45 sec each side</b></p> <p><b>How to:</b> Stand in a doorway, forearms on the frame at 90°. Step forward until you feel a deep pull across your chest.</p> <p><b>Cue:</b> <i>Lead with the chest, not just the elbows backward</i></p>
<b>STRETCH</b>	<p><b>Thoracic Extension Over Chair</b>  <b>3 × 30 sec</b></p> <p><b>How to:</b> Sit in a chair, interlace fingers behind your head, lean back so mid-back contacts the top of the backrest. Let the upper spine extend over it.</p> <p><b>Cue:</b> <i>The bend must be at mid-spine, if you feel it in the lower back, shift the contact point higher</i></p>
<b>STRETCH</b>	<p><b>Chin Tucks (Cervical Retraction)</b>  <b>3 × 10 reps</b></p> <p><b>How to:</b> Sitting tall, glide your chin straight back (making a gentle double chin). Hold 5 sec, release. Do not tilt, only retract.</p> <p><b>Cue:</b> <i>Imagine a string pulling from the crown of your head toward the ceiling as the chin moves back</i></p>

**STRENGTHEN** **Scapular Retractions**  
**3×15reps , hold5seceach**

**How to:** Sit or stand tall. Squeeze shoulder blades together as if holding a pencil between them. Hold 5 sec, release fully.

**Cue:** *Feel the squeeze low and central , not up toward the ears*

**STRENGTHEN** **Wall Angels**  
**3 × 10 reps**

**How to:** Stand with back against a wall, arms at 90°. Slowly slide arms overhead while keeping forearms, elbows, and lower back touching the wall throughout.

**Cue:** *If the lower back lifts, soften the knees , contact is more important than range*

**STRENGTHEN** **Dead Bug**  
**3×8repseach side**

**How to:** Lie on back, arms to ceiling, knees at 90°. Slowly lower opposite arm and leg while exhaling. Return and switch.

**Cue:** *Lower back stays PRESSED to the floor the entire time , reduce the range if it lifts*

## 4 Habits That Make the Exercises Stick

<b>Every 30–45 min</b>	Stand up, do 10 scapular retractions + 5 chin tucks. Set a timer. This breaks the postural holding pattern before it locks in.
<b>Screen at eye level</b>	The top of your screen should align with your eyes. If you use a laptop without a stand, your head drops forward every time you look at it. Fix this today.
<b>Phone to eye level</b>	"Text neck" loads approximately 27 kg onto the cervical spine at 60° of forward tilt. You do not need to stop using your phone , just raise it.
<b>Morning 2 min</b>	Before you check your phone: 10 cat-cows + one doorway stretch. Resets thoracic mobility after hours of compression in sleep. Every morning.

The 90-Day Posture Correction Program includes 30+ exercises across 3 progressive phases, full clinical coaching cues, weekly schedules, and a progress tracker , all in one PDF.

*This guide is for educational and general wellness purposes and is not a substitute for individualized physiotherapy assessment or treatment.*