



Back App AS will develop, produce and sell training equipment to strengthen the muscles that support the spinal column while sitting, for people over the entire world.

The Back App technology is protected by patents.



### Back App Works:

80% of those who use Back App on a daily basis say they experience positive health effects attributed to its use. 97% of users recommend Back App to others

(218 user replies)

From 66 physiotherapists and chiropractors who use Back App daily:

- 100% say that back patients should experience improvements due to Back App
- Over 70% say the same for neck patients
- Approximately 60% say training on Back App hinders problems with hips and pelvis
- 100% of specialists recommend Back App to their patients

(Questionnaire autumn 2007)



### Contact us:

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Your local dealer:



## Stronger back, by sitting

International studies point out that "the best way to exercise the stabilizing muscles in your back is through balance training activating your back and stomach muscles".

Back App is designed to activate these important stabilizing muscles - while you are sitting !

Experts in Scandinavia say that Back App influences the function

of your lower back by positively activating the stabilizing pelvic muscles. Furthermore, the stabilizing muscles of your spine including the neck will get exercise by Back App.

Back App has won the **AWARD FOR DESIGN EXCELLENCE** awarded by the Norwegian Design Council.



**AWARD FOR DESIGN EXCELLENCE**  
NORWEGIAN DESIGN COUNCIL

### **Beathe Selvåg, Chiropractor:**

*"When using Back App, you activate muscles and joints in a positive manner, while you are working, eating, watching TV etc. Thus, you exercise without changing your everyday life. It is not possible for you NOT to have the time or effort to do this."*

### **Bjørn Marius Bråthen, Interactel AS:**

*"After using the Back App chair, our lives have been changed. None of us have experienced stiff necks and shoulders, or any pain in the lower back which we previously suffered from"*

### **Kirsti Grande, Career Advisor:**

*"I have used my Back App for three months at the office. It works great and I feel that my back has become much stronger. I will happily recommend this chair to colleagues and friends and to people with back problems, and to those who want to avoid it"*

## Why do you strengthen your back by using **Back App**

When sitting on Back App, your body is brought into a comfortable and balanced position. By placing your feet on the softened foot plate, your body may move in all directions while you basically are sitting on top of the red

and adjustable ball. These movements are similar to those you get in a kayak, riding a horse, or hiking in rough terrain.

