

# Media Release

FOR IMMEDIATE RELEASE

## Simple Solution To Australia's \$34 Billion Pain Problem?

**Currumbin Valley, QLD, 2<sup>nd</sup> May 2017** - It's not often that you are guaranteed a result for back pain relief. Normally if the practitioner cannot give you lasting relief you either keep going back or go elsewhere.

That's exactly what Paul Cook did in his early twenties. As a competitive surf lifesaver he was not willing to live with the chronic back pain that was plaguing his performance, especially when none of his contemporaries were affected the same way.

It was almost 5 years of painful and expensive searching until he found a teacher who could uncover the daily habits of poor coordination that were the cause of his complaint. He went on to train full-time as a teacher of the Alexander Technique (a 100 year old Australian method for self awareness) and 16 years helps others with his invention known as the Relaxaback®.

Sold by lifestyle retreats in South East Queensland, yoga studios and physiotherapists, the Relaxaback® is the result of 10 years of working with people suffering from chronic, recurring and untreatable back pain.

In Australia, back pain is estimated to cost \$34 Billion per year in compensation and loss of production.\* Every person in the western world can relate in some way to lower back pain of varying degrees, few can say it has been solved completely except for some users of the Relaxaback®:

Adam Schwartz, a 21 year old personal trainer says, "I used to spend hundreds each month on chiro adjustments. After 1 week of doing Paul's Relaxaback® I no longer have any pain and so long as I do it every few days I'm fine. I must have saved thousands in the past 6 months alone."

Kylie Potter, a young mother who has suffered constant neck and shoulder pain requiring hard medications and constant chiropractic care ever since a skiing accident in her teens says, "I started using the Relaxaback® 12 months ago and noticed immediate relief. My latest evidence of the 'magic' this device can do is my recent entry into the Fred Hollows 50KM walk from Balmoral to Coogee. This is something I just would not have even contemplated prior to restoring my body with Relaxaback®."

Rebecca Chalmers, "I am DELIGHTED to tell you that after 4 weeks of "lying down" every day and not doing any zumba etc - I am now able to lie on my back on the floor with none of the previous pain. I can get up and down off the floor with no issues and I really can't believe how quickly your method worked for me. This release of pain has been extraordinary and I am telling all my friends about the Relaxaback®."

The Relaxaback® program can be studied by all ages and walks of life. It simply requires 15 minutes each day of supported lying on the back and a guided meditation that unites mind and body in a unique process that rivals the best yoga and mind practices of the East. The creator guarantees its effectiveness:

"I wish this information could be taught to primary school children so that Australia could lead the way forward out of this endless 'treat the symptoms' mentality that is costing us so much money and anguish. If it doesn't change your life in the first 21 days then you're not doing it right and/or I'll give your money back."

### About

Paul Cook had a whiplash injury at 19 that he thought was the cause of chronic back pain. After consulting with the usual healthcare professionals for the next 4 years he was no better. A chance

meeting with an Alexander Technique teacher allowed him to learn how to better use his body and overcome the debilitating pain in 12 weeks. 15 years later (still completely pain free) he is bringing this science of self awareness to the world.

**For Further Media Information Contact :**

Paul Cook  
P.O. Box 683  
Tugun QLD 4224

0412 497 460  
paul@mybackcoach.com  
www.relaxaback.com.au

**\*Walker B, Muller R, Grant W. Low back pain in Australian adults: the economic burden. Asia Pac J Public Health 2003;15(2):79-87.**

Further information



More testimonials:

At age 45 I've suffered from back pain for most of my adult life including periods where I was relegated to lying on the floor for a week at a time on account of chronic back pain. As a competitive junior surfer and now an avid masters surfer, I'd felt robbed of time on the board as a result of a sore or tight back. I had seen huge improvement from regular chiropractic sessions but even this gave way to a certain feeling of helplessness around my inability to self manage the problem. Given my family's history of back pain I figured this was the way it was always going to be.

I was introduced to Paul through mutual friends and have been using Relaxaback® for two months now. It is a remarkable product and works exactly as claimed. How such a simple idea could make such an enormous difference to my life is still beyond my comprehension. Let me tell you that this little device now takes pride of place on the top of the cabinet in my home office. That's because having it visible not only reminds me to use it each morning, but also, more importantly, it gives me the sense that I can now self treat

my own back pain.

My wife has noticed a marked difference to my posture and the way I move. I can feel this myself when I stand up after having used the device. I feel tall and poised and my surfing has loosened up again. I'm even planning my assault on the national titles next May!

### **Peter Aubort**

---

I've had a lot of sessions with chiropractors, done muscle strengthening work at the gym and taken massages, but I still always end up getting headaches and end up back on the codeine the day after I slouch badly for more than about 10 minutes.

I bought Relaxaback® and started using it every day for 15 minutes. After about a week I noticed I didn't have any headaches. And this was without taking any medication. I've been following my normal routine except for the addition of Relaxaback® routine for the last four weeks and so far I've had a whole month of no headaches! Even after a day at a workshop sitting in a really unsupportive chair. So simple yet so effective, just as Paul had said!

### **Mark Russell**

---

Hello Paul, My daughter Billy, gave me your introductory disk and I have been using it for 8 days.

I'm 68 and have had a 2 accidents involving vertebral fractures – the first at 35, a crush to 2 lumbar vertebrae and sacro-iliac and the second 3 years ago when sitting in the bow of a steel boat when it hit a box wave throwing me up and down, fracturing the same 2 vertabrae. My spine looks like a heap of untidy blocks and the bony structures are a bit close.

Anyway, I get on quite well except if I lift or do things that encourage that 'closeness.' Can't play golf any more, but love gardening, play petanque and generally have a good life. Aches and pains are a constant but I think how lucky I've been not to have spinal chord damage.( I was an Occupational therapist and worked for a while in the spinal unit at

Melbournes Austin Hospital)

Physiotherapy has always got me into difficulty, Pilates –shocking, yoga – no. Chinese acupuncture, a bit helpful, chiropractic, not much improvement. Yep, I've spent heaps!

Have always believed in natural therapies, meditation etc and take no drugs – panadol if I'm v sore. Ever since the 2nd accident I've found it difficult (painful) to lie on the floor. But I've padded it up with an old thick bedspread and I'm finding it really great.

I've kept notes of the last 8 days(such a good idea) and can see how far I've come. Can't believe how quickly the 15 minutes goes and today how good my posture is when I get up from the floor.

Sorry, this is getting far too long . I really wanted to ask you when you are next coming to Melbourne and are you giving any classes. I'd so like to come and see if there's something else I could be doing.

In the meantime, I'm loving my 15 minutes relaxing and listening to the Currumbin Creek and I'm sure it's doing me all sorts of good.

### **Lou Innes**

---

Best Thing I've Ever Been Introduced To...

One of the best things I have found and the easiest to use, with maximum benefit, is the Relaxaback®. It's my daily ritual because I get great results and not just myself but also my Aunt, who says she needs an operation on her back, a birthday gift from me to her was the Relaxaback®. I received an email from her whilst she was in Jackson Hole, Wyoming, saying darling thank god for you and your Relaxaback®, it travels like a dream, and is in constant daily use in Cyprus and about to go to Africa with me next week, thank you Paul you've changed my physical and mental being, Good luck with it all it is the best thing I have been introduced to... ever! Thank you.

### **Suzi Mann**

---