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It's a guaranteed **WIN-WIN** for sports and fitness

KORE Therapy arrived in Germany in 2013, with the training of Personal trainers at the Amiga Fitness centres in Frankfurt, and has now been implemented in The Spa at Steigenberger's premier hotel The Frankfurter Hof.

By creating new European licenses in Germany in 2013

- KORE therapy practitioner license
- KORE Master trainer license
- KORE hotel/resort license
- KORE country license

It has allowed us to provide a better service to each interested party that has a desire to upgrade their skills and revenue generation ability.

KORE Therapy integrates both Western & Eastern assessment and treatment skills utilising strength and orthopedic muscle testing to ascertain the root cause of many conditions, injuries, imbalance and poor sporting performance.

Not only has KORE proven itself in the recovery of many different conditions, it has also designed training courses for 'Personal trainers' and 'Therapists' to quickly deliver its simple but effective treatments allowing spas to enter the wellness market without high costs and employment issues, and fitness center's to screen and treat client's for many conditions before using gym equipment.

Due to its style of testing KORE can be used on anyone, anytime, anywhere!
You don't need to be ill or injured to appreciate the increased power that comes at the

end of each treatment session.

Sports professionals and enthusiasts need to have access to 100% capacity use of their muscles to achieve the most from their sport, in most cases everyone is working at less than 100% which leads to poor performance in all areas of our lives!

KORE can quickly diagnose why and make the appropriate changes to instantly bring back full 100% muscle (balance and power) and brain (focus and senses) capacity.

Sport

In the UK KORE has been used by European Golf Tours, Olympic and local athletes, International, national and premiership football teams, we are contracted as specialists to the English Golf Union and have referrals from all of the local golf, athletics & sports clubs.

'Per4mance Sports' & 'Per4mance golf' a spin off of KORE therapy uses revolutionary strength tests to ascertain balance and functional power using different golf clubs in all positions used on a golf course. The same can be implemented for cricket, football, tennis, athletics or any sport.

This enables us to predict certain situations where the sports person will have a clear degrading of their ability and fix it quickly.

Paul Eales (European tour winner & board member) said

'Per4mance Golf is the most significant advance in achieving and sustaining excellence in the game, I've seen an amazing difference even after one treatment!'

Spa

KORE Therapy can be used in spas & clinics to draw in corporate and fitness orientated customers who want results focused treatments without the need to remove clothing and without losing too much of their valuable time.

KORE is moving spa away from just relaxation and pampering into a new more professional roll of treating illness and injury, the type of treatment everyone needs for complete mind & body wellness.

Corporate

KORE Therapy is directed at delivering sustainable health & wellbeing to employees to improve absenteeism and productivity of companies focused on both physical & emotional health.

This can include preventative Musculo-skeletal **screening** that diagnoses injuries and problems that will lead to future illness, burnout and absenteeism.

KORE **treatment** is used to repair the injuries, imbalances and to focus the mind.

We have delivered services to: UK police & Ambulance, local government, British Aerospace, Fiat, Iveco trucks, Bank of America, Chamber of commerce and many others.

Sports & Fitness

Client needs:

Help
Opportunity
Increased power & stamina
Goal achievement
Support
Understanding 'Why?'

Company needs:

Membership retention
Growth
Repeat business

'Per4mance sports' provides fitness companies with the opportunity to provide a higher standard, better implementation, and more complete service to their members and athletes.

Before customers even kick a ball, before they lift a weight or start to run we want to know 'Why?' they have joined, what their goals are and if **WE** can enhance their experience and achievement from their training.

If we do enhance their experience, increase their stamina and help them reach their goals, we are naturally offering a better service than the other gyms, we keep our clients with us longer and they tell their friends and families to join us.
WIN WIN!

The reasons people join fitness & sports clubs are varied and personal but usually it is for:

Weight loss
Tone up
Confidence
Social interaction
Energy
Achievement – further, higher, faster, stronger!

Per4mance sports and KORE Therapy has created a system of screening, analysis and treatment that can enhance every system of the body to instantly increase power, focus and achievement. Thus answering everyone's reasons for joining in the first place!

Weight loss: we need to increase the body's energy & stamina to enable the client to increase their workout routines helping the body to better burn and expel.

Confidence: comes from change, better muscle tone, achieving results, standing taller with energy.

Faster/stronger: comes from better neurologic communication and blood quality (fuel)

Each club must focus on 'Why?' their members feel that way in the first place that makes them want to join the gym. Evaluate and assess the physical reasons and imbalances behind this reason and provide a suitable treatment to ensure success, before the client starts their new drive for a better life. **WIN WIN**

Assessment will include:

Old injuries: long forgotten but that still influence the body mechanisms.

Poor digestive absorbency: so the body never gets the best from its nutrition.

Stagnated toxic removal: leading to fatigue and poor muscle tone.

Neurologic insufficiency: nerves that don't spark the muscles & organs to life.

The Answer

Step 1: Musculo-Skeletal screening

This 5-day course for 'Personal trainers' and 'Therapists' covers muscle tests to evaluate the foundational movements of the body and the functional movements used in different sports.

Students will learn communication, application and handling skills for a wide range of client's and different conditions, plus delivery of the screening process for corporate, gym & club members.

Our training methodology is delivered through Visual, Kinaesthetic, and Audible examples including group discussion, dialogue, case studies, partnered learning role-plays, and personal/group action planning and referral as appropriate. All training is delivered in a fun and relaxed environment, designed to appeal to all learning styles and education levels.

The 5-days of training can vary in delivery dependant on the group size and therapists English language skills, the list below describes the elements taught:

Diagnosis & Theory:

- Individual muscle tests
- Spinal mechanical evaluation
- Pelvis integrity testing
- Neck and shoulder assessment
- Ileocecal Valve (ICV)
- Movement and orthopaedic testing

Treatment:

- Repatterning: gentle pelvis and spinal release techniques
- Spinal and cranial energy release procedure
- ICV digestive balance
- Specialised dry massage for spinal diagnosed patterns
- Mobilisation and joint release
- Anchoring and muscle enhancement techniques

Outcomes:

Personal trainers & Therapists will have the ability to apply a screening on all members to evaluate for injuries and poor muscle performance. Then apply a treatment to instantly improve muscle power and balance, along with treating clients suffering with a wide range of conditions covering neck, back and leg pain problems, bowel, weight and digestive issues, immune system problems leading to asthma, colds, fatigue and many other issues.

This course simply focuses on muscles, structure and nerves (that affect organ balance) providing excellent skills to diagnose the causative factors in many musculo-skeletal issues, with treatment often leading to immediate strength, performance enhancement, faster injury recovery and improved illness.



CHAMPNEYS

Something holding you back?

Are you as strong as you should be?
Are you achieving your goals?
Motivated, focused, unstoppable?

KORE
KORE Therapy

Amongst those we've treated...

- International, Premiership and National Football Teams
- International Tennis Coaches
- European Golf Tours
- Indian Premier League Cricket
- Olympic and Local Athletes
- Champion Body Builders

Contact wellness reception to make a booking today

KORE Therapy specialises in sports and personal performance enhancement, using unique functional muscle tests we can find out why you are not achieving your best and often why we fatigue and get demotivated.

KORE checks that you have 100% spark (nerves) reaching your muscles to ensure full firing every time you want to move.

We also check you have 100% fuel (blood) reaching your muscles to ensure you have maximum stamina to achieve your goals.

It is very easy to find and treat the many causes that hold us back in life and sport so don't waste your membership by accepting less than your true value.

KORE
KORE Therapy

www.koretherapy.com

Testimonials

Karen Felimond, Mercure hotel fitness & spa Director (UK)

'KORE has brought a new professional facet to our spa's and leisure centres across the UK, we are seeing an excellent increase in footfall of new corporate and leisure clients who would have never chosen to use our spas before, and returning for more!'

Vergel Jay T. Bautista, M.D. Holistic Health Manager
Chiva-Som International Health Resorts

'KORE Therapy has proven to give benefit to guests suffering from a range of illnesses from headaches, depression and anxiety, up to structural problems as a result of sport injuries, fatigue, aches and pains on different aetiology. It is gifted with a healing touch that nobody could imagine would be possible.'

Daniel Webster, Head professional PGA (Old links golf Club)

I have been so impressed by this system, that I now include it in our lesson packages. I want to get the best for my students and that means ensuring that they have flexibility & smoothness in their movement, KORE gives them that freedom so I can take them to the next level in their golf.

Neil Dalton, BSc. Hons. Head Physiotherapist Carlisle United Football Team

"KORE Therapy fills a vital roll in our injury assessment and recovery practices, ensuring we have an excellent standard of quality here at the club, I can highly recommend it to any professional Physio or organisation."

Program Management

Dr. John Brazier (TCM) MSc.

The founder of KORE Therapy system is an honoree Doctor of Traditional Chinese medicine (China), has an MSc. in Oriental medicine (USA) and is Thai & Japanese medicine practitioner and a specialist in Western Musculo-Skeletal systems. For the last 20 years he has studied with masters all over the world, and believes successful medicine is based on being able to diagnose & treat on all three mind, body & spirit levels. He has enhanced his physical medicine modalities by training in psychology with the likes of Paul McKenna.

He and his instructor team have delivered training and seminars around the world. His KORE Therapy was described by the operations director as 'the most successful therapy' to be delivered at Chiva Som International Health Resort, Thailand. So successful in fact that all of their physiotherapists trained in KORE due to the success it had in treating difficult issues and its revenue generation.

Dr. John has been a visiting consultant at Chiva Som for over 7 years, and also delivers day treatments across the UK, Kuwait, India, Singapore and Germany.

Dr. John is also a Vice President for the UK's largest professional association for therapists The Federation of Holistic Therapists (www.fht.org.uk) that has 16,000 members.

All his courses are fully accredited in the UK with the Federation of Holist Therapists and the Acupuncture Society.

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