

# TRIGGERPOINT







# Our mission at TriggerPoint™ is to keep you moving freely and without pain.



It was chronic and debilitating pain that inspired our founder, Cassidy Phillips, to take his health into his own hands – literally. Starting in 2001, his body started breaking down. He was told he would never be an athlete again due to a muscular dysfunction. It became his personal mission to understand muscular structure and the regeneration of dysfunctional muscle tissue to create a way to restore his body, and continue living an active and healthy life.

After trying several traditional methods of pain relief, Cassidy developed an out-of-the-box approach. He tackled countless hours of research to better understand the various methods of massage, chiropractic care, and the treatment of traditional injuries. He discovered that there was a void in self-care. There was little opportunity for an individual to take care of their body on their own. This is when he created the massage ball and founded TriggerPoint.

Today, TriggerPoint is part of Implus Footcare, LLC, an organization managing category-leading brands renowned for superior quality, innovative design, and heritage. Implus proudly distributes to over 75,000 retail outlets across North America and over 70 countries worldwide and has expanded TriggerPoint's reach across the United States and internationally.



# 2002

The TP Massage™ Ball launches and Cassidy sells them out of the trunk of his car at local races.



## 2006

TriggerPoint expands the line with Deep Tissue Collections.



# 2009

The GRID®, the original hollow core foam roller, is launched.



# 2014

TriggerPoint expands their foam line with the NANO®, STK®, and T-Roller®.



# 2014

TriggerPoint expands reach and distribution by joining Implus.



# The Foam Roller Family

# Let's Roll!



TriggerPoint™ created a collection of foam rollers to offer a full progression of self-care options. The line falls into three basic categories: solid foam rollers, hollow core foam rollers and vibrating foam rollers. Users can progress through these categories depending on comfort level, rolling experience and physical needs.

Each foam roller has a different density to deliver a specific type of massage. Our solid foam rollers contour to the body to address the superficial muscles of the body, where as our firmer, hollow core rollers are more rigid and address the deeper muscle tissue. Our vibrating foam roller, the GRID VIBE™, combines firm density with relaxing vibrations to address deeper muscle tissue while minimizing muscle pain.

Every TriggerPoint foam roller is designed with our signature GRID® pattern which replicates the feeling of a massage therapist's hand; low and flat like the palm, tubular like the fingers, and high and firm like the finger tips. This patented multi-density pattern channels blood and oxygen through the tissue, helping to alleviate common muscular discomfort and increase circulation.







# TriggerPoint CORE Roller

Roll, Relax, Release

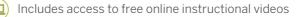


The TriggerPoint CORE solid foam roller delivers moderate compression for comfortable relief. Its high-density EVA foam, with a patented multi-density surface pattern, channels blood and oxygen to muscles to break up knots and increase mobility. The CORE Roller is the ideal foam roller for those new to foam rolling or recovering from an injury.





Available in three sizes to roll where you work, live and travel







#203906





The GRID®, the original hollow core roller features a patented multi-density foam surface that delivers firm compression like a sports massage while channeling blood and oxygen needed to repair muscles. The GRID is the 'go-to' roller to release muscle pain and tightness, improve mobility, increase circulation, and is recommended by sports doctors, chiropractors and physical therapists.



- Hollow core makes it firmer than traditional foam rollers
- GRID pattern channels nutrients directly to tissue to aid in muscle repair
- 3 Available in three sizes to roll wherever you work, live and travel
- Superior construction won't break with repeated use
- Includes access to free online instructional videos

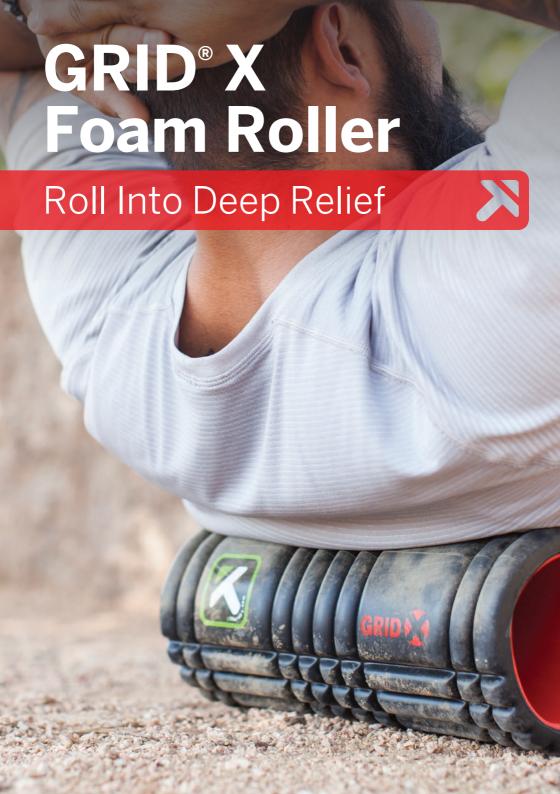


### **GRID® 1.0**



GRID® 2.C





The GRID X was created to break through the body's toughest, tightest trouble spots to improve mobility and reduce muscle pain and soreness. This extra firm foam roller is for athletes with dense muscle tissue and anyone who prefers a deep tissue massage.

Twice as firm as the original GRID

GRID pattern channels nutrients directly to tissue to aid in muscle repair

Superior construction won't break with repeated use

Includes access to free online instructional videos



GRID® > #350488



The precision engineered GRID VIBE vibrating foam roller pairs foam rolling with vibration technology to relax tight muscles, increase range of motion, relieve pain and improve overall movement.



One vibration frequency optimized for muscle relaxation and pain relief

GRID pattern channels nutrients directly to tissue to aid in muscle repair

Rechargeable battery port with AC charger

Includes access to free online instructional video library



# NANO® Foot Roller

**Treat Your Feet** 





The NANO relieves aches and pains and targets tension in the small muscles of the foot and forearm. The raised tips replicate the feeling of a massage therapist's finger tips, to channel nutrients directly to the tissue and improve circulation.

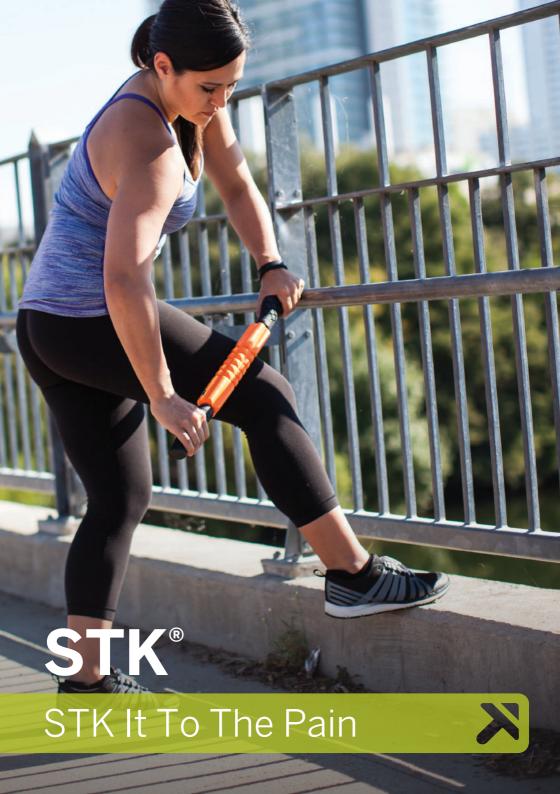
🕠 Use while seated or standing to relieve aches and pains

Convenient size is perfect for the gym, office or on-the-road

GRID pattern channels nutrients directly to tissue to aid in muscle repair

Sweat proof and easy to clean material





The STK, a multi-functional handheld foam roller, can be used seated or standing to roll, release, and relieve minor aches and pains. The AcuGRIP® handles allow user-controlled pressure for a comfortable massage, and can be used to anchor on tight spots for acupressure relief.



GRID pattern channels nutrients directly to tissue to aid in muscle repair

Available in two densities- regular and extra firm

Sweat proof and easy to clean material





The STK Contour handheld foam roller wraps around muscles while rolling to relieve tension and improve mobility. Foam surface comfortably compresses the muscle to release discomfort and tightness, while the hourglass design surrounds the muscle while rolling to increase circulation and speed up recovery.



Flexible design contours to muscles



Compression for targeted relief



Rolling increases circulation



Lightweight and travel friendly





The STK Sleek massage stick compresses and rolls across muscles to improve flexibility and optimize movement. The AcuGRIP® surface provides moderate compression and grips the skin, while rolling decreases muscle tension and improves circulation.













The AcuCurve Cane features an ergonomic design to target muscle tension, specifically in hard-to-reach areas of the neck and back. The extra firm drop tip offers deep tissue compression to release total body tightness, while massage ball base design can be used to safely relieve tension around the spine.



Ergonomic, easy to use design



Premium massage for muscle recovery and improved mobility



Compression for targeted relief





# Foam Massage Balls

Roll On The Spot



The MB1®, MBX® and TP Massage™ Balls provide direct deep tissue compression for fast relief of aches, pains and muscle fatigue. Designed to replicate the pressure of a massage therapist's thumb, the TriggerPoint™ massage balls are ideal for targeting tightness and discomfort in small muscles or hard to reach areas.

## **TP Massage Ball**

The original massage ball is a versatile massage tool made with a firm core, wrapped in cushioned material to provide a safe level of targeted deep tissue compression.







The MB1 and MBX massage balls are designed with a slip resistant texture to enhance product stabilization. The EVA foam surface is sweat proof and easy to clean.

## MB1 Massage Ball

Foam surface grips the skin for a more effective massage

Deep tissue compression for targeted relief

Convenient size for travel and portability

# **MBX Massage Ball**

Foam surface grips the skin for a more effective massage

Extra firm density delivers targeted deep tissue massage

Convenient size for travel and portability



TP Massage™Ball #350457



MB1® Massage Ball #350051



MBX® Massage Ball #350068



Roll On The Spot





The MB5 massage ball replicates the pressure of a massage therapist's elbow to relieve tightness and restore movement in hard to reach muscles like the glutes, hips and shoulders. The 5" diameter elevates the body to target and release muscle tension for increased range of motion.









MB5® Massage Ball

# GRID Ball™

Roll On The Spot





The GRID Ball is ideal for anyone seeking mild, targeted massage to relieve muscle pain and tightness. The 5-inch diameter elevates the body to target hard-to-reach areas like hips and shoulders, while the signature GRID pattern channels blood and oxygen as you roll.

Premium massage for muscle recovery and improved mobility

Softer, less intense compression than the MB5

GRID pattern channels nutrients directly to tissue to aid in muscle repair

Lightweight and travel friendly



GRID Ball™ #21128



The MB2 Roller offers two settings to target key back muscles that support proper posture and upper back mobility. The adjustable length can be locked for use on small muscles around the spine, or extended to target the larger muscles of the back. The MB2 Roller is ideal for releasing tightness that causes back pain and restricts mobility.

(2x) Two settings to target different areas of the back

Targeted compression for pinpoint relief

Portable for on-the-go relief

Sweat proof and easy to clean



MB2 Roller®

## MobiPoint™ Massage Ball

Roll On The Spot





The MobiPoint massage ball targets tightness and tension in the small areas of the hands and feet, and its compact size is perfect for on-the-go relief. The raised tips stimulate circulation and soothe discomfort that keeps you from moving well.



Targets tightness in hands and feet



Portable and easy to use



Sweat proof and easy to clean



MobiPoint™ Massage Ball



# **Deep Tissue Collections**

Unlock Your Body









## **Foundation Collection**

A collection of four deep tissue massage products and education designed to target deep muscle tissue and restore movement in the top four muscles that keep you moving.

#### **Foundation Collection Includes:**

- The FootBaller™ releases tightness in the foot and lower leg
- The Baller Block™ elevates the lower leg to target deep muscle layers
- Two MB1® Massage Balls provide targeted compression to release tightness
- Access to TriggerPoint's video portal with four instructional videos showing how myofascial compression techniques unlock soft tissue in the lower leg, glutes, hips, and pectoral muscles

## Performance Collection

A collection of six deep tissue massage products and education designed to target deep muscle tissue and restore total body mobility.

#### Performance Collection Includes:

- The FootBaller™ releases tightness in the foot and lower leg
- The Baller Block<sup>™</sup> elevates the lower leg for deep tissue compression
- QuadBaller™ releases tightness in large muscles like the quadriceps, hamstrings and adductors
- Two MB1® Massage Balls provide targeted compression to break up painful knots
- TP2 Ball Sleeve couples two massage balls to release tightness and discomfort in the back
- Access TriggerPoint's video portal with 12 instructional videos and ebook on how myofascial compression techniques unlock soft tissue for total body relief and improved mobility

## **Consumer Education**

## TriggerPoint™ Video Portal





- Create your own personal profile
- Build a custom library of follow along and how to videos, so you can you can roll, recover and keep moving
- Access the most up to date TriggerPoint<sup>™</sup> education
- Videos available in SD or HD



### **GRID VIBE™**

Discover the benefits of vibration plus foam rolling technology. Learn to release key muscle groups, help restore flexibility, and enhance ease of movement with the GRID VIBE video instructions.



### **CORE ROLLER**

Roll, release and recover with easy-to-follow CORE Roller instructional videos.



### **GRID® METHODS**

Learn to apply simple foam rolling methods along five key areas of the body with follow along videos.



### **DEEP TISSUE ESSENTIALS**

Unlock your body and improve mobility with easy-to-follow myofascial compression techniques for the Deep Tissue Collections.



# Professional Education

Online Courses







#### **GRID Foam Rolling - Foundations: \$49**

Fundamentals of foam rolling using the GRID® Foam Roller

## Myofascial Compression Techniques – Foundations: \$99

Fundamentals of Myofascial Compression Techniques using the Performance Collection

#### Foot and Lower Leg Mobility: \$49

Applications of Myofascial Compression Techniques to improve foot, ankle and lower leg mobility

#### TriggerPoint 2.0: Advanced Applications of Myofascial Compression Techniques: \$99

Advanced applications of Myofascial Compression Techniques

Learn more at: tptherapy.com/learn



<sup>\*</sup>Accreditations may not be applicable to every course.

## Professional Education

## Live Courses



TriggerPoint™ offers accredited, practical-based education courses centered around our systematic approach to foam rolling that teach how to use a variety of tools designed to restore natural movement, minimize risk of injury and move better.



#### Foam Rolling: Principles and Practices - 4 Hours

#### Learn the practical application of foam rolling

Learn the fundamentals of myofascia, review the latest self-myofascial release (SMR) research, and dive into the TriggerPoint SMR movement philosophy using the GRID® foam roller. Walk away with practical knowledge and hands-on experience coaching and cueing movements that can be scaled for all client levels.

## Multi-Tool Mobility: Advanced Self-Myofascial Release Techniques – 8 Hours

#### Expand your knowledge of foam rolling with mobility tools

An expansion to our Level 1, Foam Rolling: Principles and Practices course, learn the foundational concepts and methods of foam rolling on a variety of mobility tools across 15 areas of the body and 29 different releases. Discover the why behind the effectiveness of foam rolling and how to know which tool works best for your client.

## Myofascial Compression Techniques: The Evolution of Foam Rolling – 8 Hours

#### Advance your knowledge of SMR beyond foam rolling

Take your knowledge beyond foam rolling by learning the practical applications behind TriggerPoint's deep tissue tools designed to increase mobility and improve performance through improved biomechanics. Covering 14 areas of the body, this course provides an in-depth knowledge of how to use and teach Myofascial Compression Techniques to increase the performance and training results your clients demand

## Assessments to Performance: Using Mobility as the Foundation of Function – 4 Hours

#### Master assessment based programming for better mobility

Unlike its predecessors, Foam Rolling Principles & Practices and Myofascial Compression Techniques: The Evolution of Foam Rolling, this course covers fundamental principles of human movement science, including anatomy, joint motion, function and dysfunction. Learn the logic behind assessment based programming to design and implement an effective self-myofascial release program utilizing the MB5® Massage Ball and MB2 Roller®.



















Marketing Support

## A one stop TriggerPoint™ shop for your customer!

- Durable and double-sided design with interchangeable hooks and shelves
- Easy to assemble
- Organized product display

















## You don't have to figure it all out on your own.

We offer product handouts with simple instructions, so you can learn the best ways to roll. Available in print and digital formats.



## All Eyes On TriggerPoint™

## In The Media







# **TriggerPoint™ Connection**

## #RollWithUs



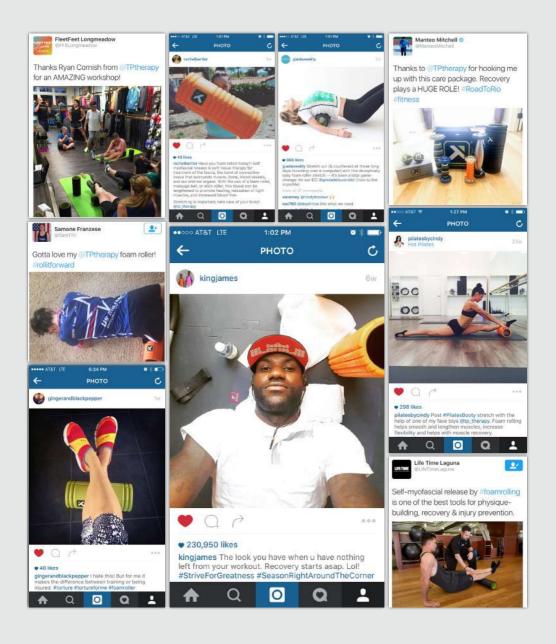
Follow us on social media to #LearnMore tips on how to #MoveBetter and what's new with TriggerPoint!











## We want you to **#RollWithUs**!

Tweet, share and tag us in how you roll with #TPTherapy





 $\label{thm:continuity} {\sf TriggerPoint}^{\sf w} \ {\sf products} \ {\sf are} \ {\sf available} \ {\sf at} \ {\sf select} \ {\sf retail} \ {\sf stores} \\ {\sf nationwide} \ {\sf and} \ {\sf online} \ {\sf at}$ 





