



BRIO
//SPORT



Satisfaction. Every Day.



The Positive Posture ADVANTAGE

- Global brand
- Unsurpassed service and quality
- Outstanding design +
performance

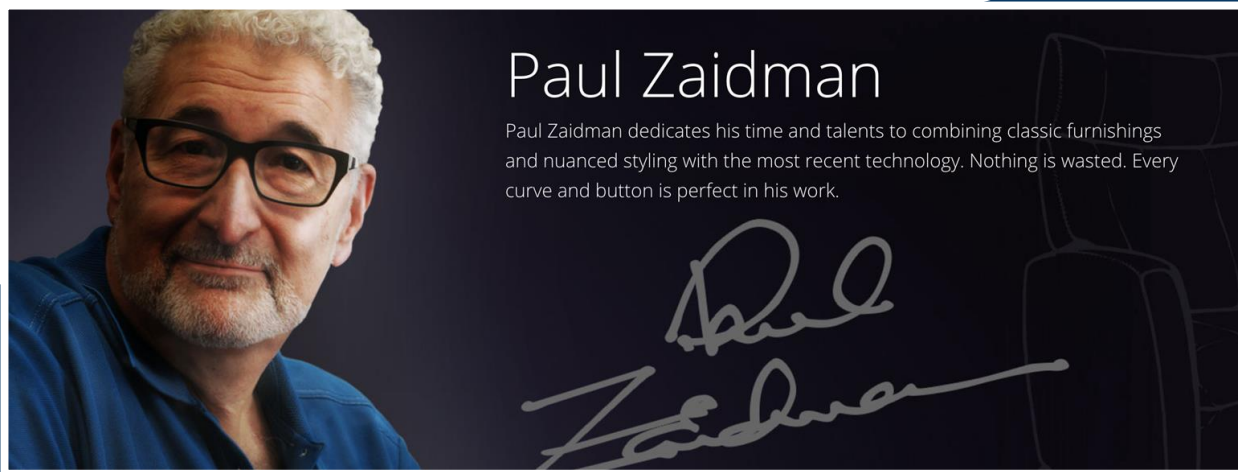


Design

With massage chairs there are TWO artists. One is the outward appearance of the chair and the other is the inward choreography of the massage.

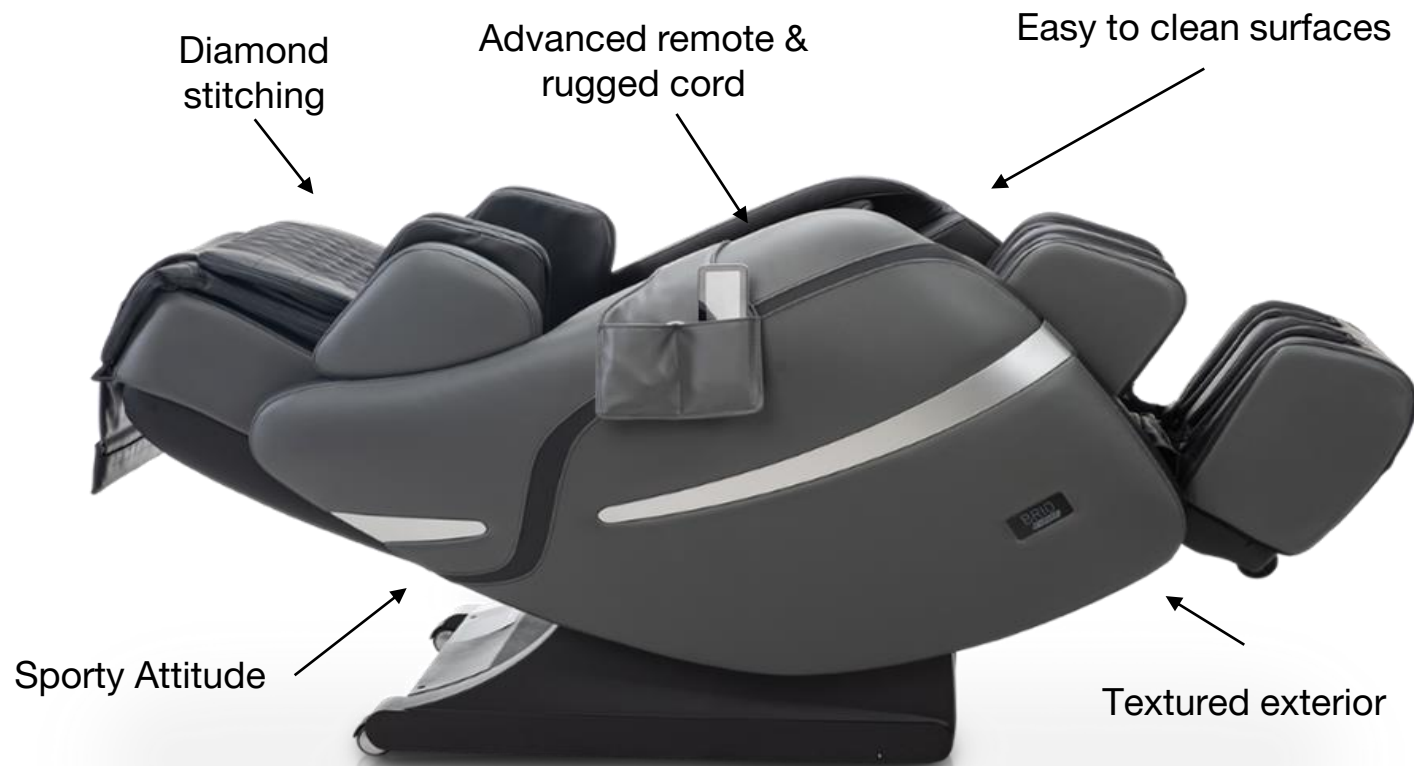
For Positive Posture, the artist for the appearance of the chair is Paul Zaidman. For 45 years, Paul Zaidman has shaped iconic furnishings from cues gathered while travelling the world on design retreats.

He says, “I am fascinated by the modernist style and inspired by pure design and exemplary architecture.”

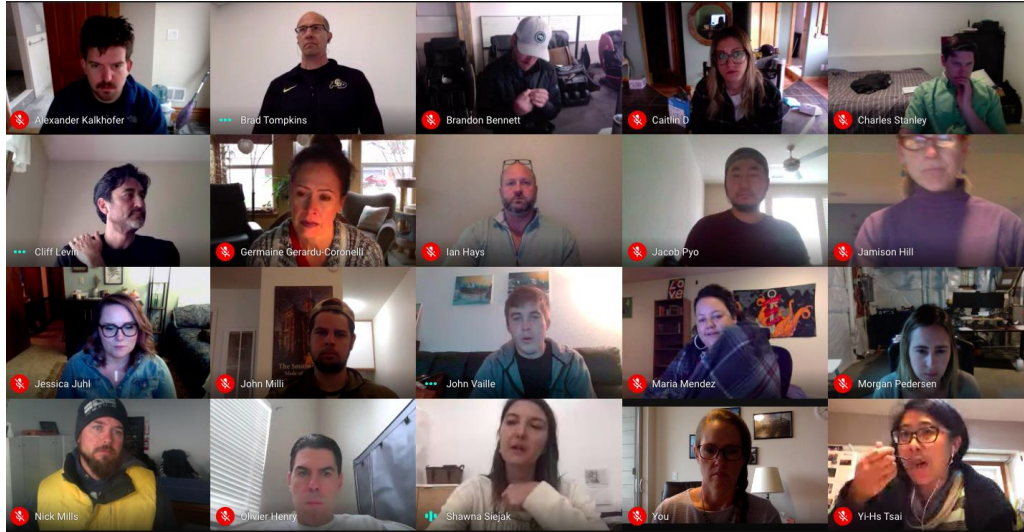




Design



Choreography



Now let's move on to the 2nd artist I mentioned earlier - the designer of choreography.

This is the Positive Posture team in the US - made up of engineers, athletes, an exercise physiologist, and over a decade of experience. Together, through countless iterations and detailed research, they created the thoughtfully choreographed programmes that feel like a symphony of touch and movement.



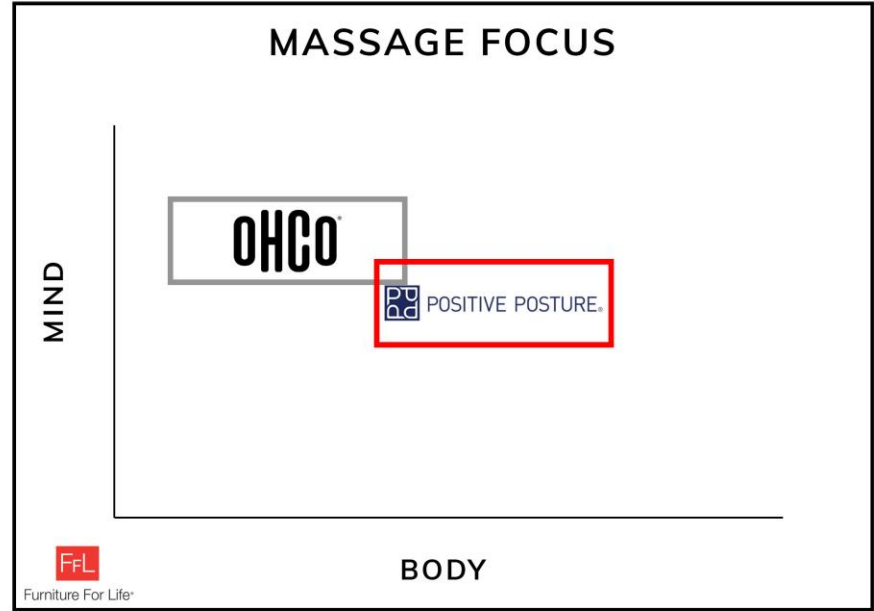
Choreography

It can be helpful to think about massage choreography as residing somewhere along the intersection of two axes.

One is the MIND axis on the left side of this chart. Chair high on this line are designed to create a mental state of relaxation and stress management, evoking the parasympathetic nervous system for rest and digest.

The other is the BODY axis on the bottom of this chart. Chairs that score well on this axis are designed to have a deeper tissue choreography that promotes muscle, fascia, and structural changes.

All massage chairs fall somewhere on this chart. The Positive Posture brand falls moderate to high on the MIND axis and moderate to high on the BODY axis.





First, we will look at the choreography of the Brio Sport massage chair.

It's unique from other massage chairs because it is the first and only massage chair designed specifically for fitness recovery.

For years, exercise enthusiasts and performance athletes have been trying to use massage chairs to support their fitness recovery efforts, but it was like fitting a square peg in a round hole because none of the chairs delivered exactly what they needed.

So, Positive Posture took on the task of creating the first and only fitness massage chair.

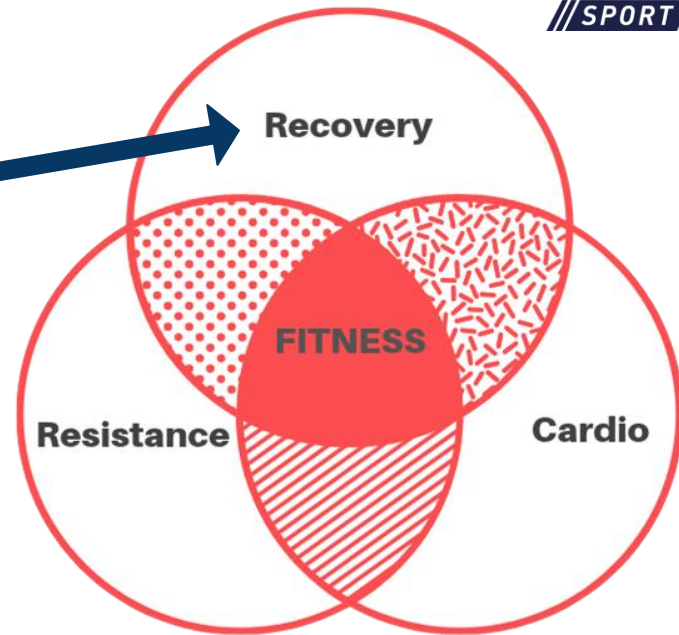


3 Fitness Categories

The Fitness Triad: A Complete Solution

There are 3 categories of fitness:

- Resistance
- Cardio
- And Recovery



Each category is important, but there is a synergy with all 3 together.

Most people know what to do for the first two, but are at a loss for how to enhance their recovery from workouts. Brio Sport is the ideal solution.

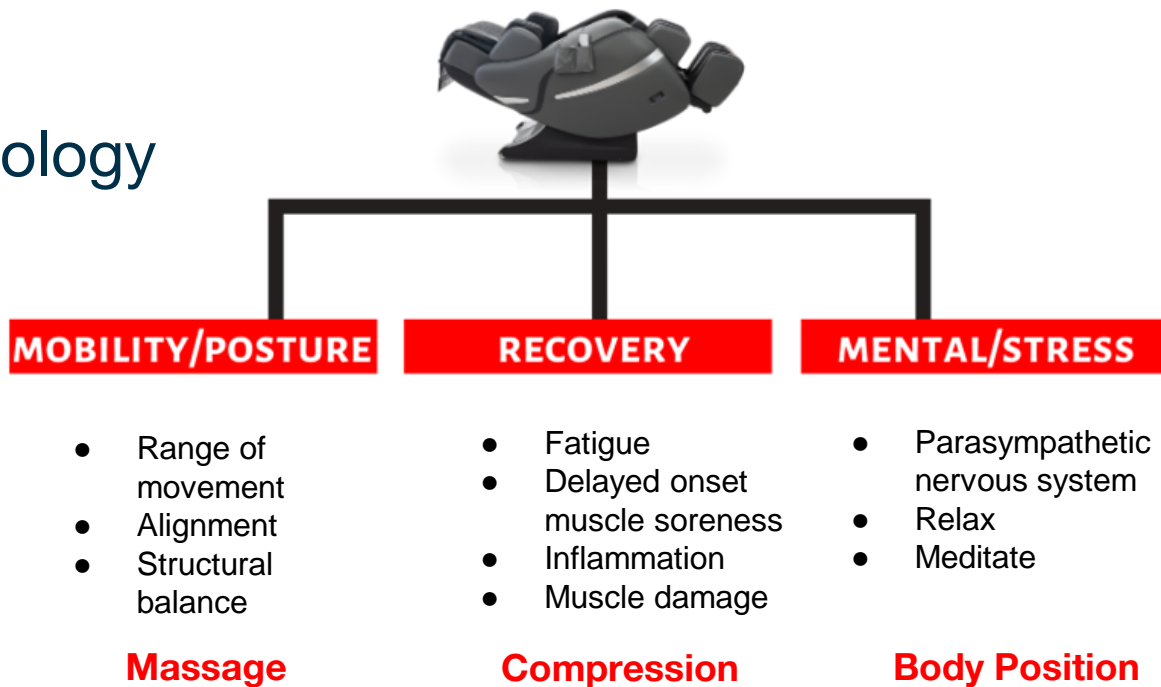


Based on Physiology

3 Objectives

&

3 Solutions



Choreography Based on Physiology

As I mentioned earlier, the 2nd artist is the designer of the massage choreography. This was done with an expert team, including a Japanese shiatsu master, focused on supporting the body's physiology.

All of the programming is designed with 3 objectives in mind:

1. Mobility & Posture
2. Recovery
3. Mental health & stress relief

With **Mobility and Posture**, users are looking for more range of motion or ROM in their muscles and joints, as well as spinal alignment and structural balance.

With **Recovery**, research identifies 4 negative biomarkers that active individuals experience after a workout:

- Fatigue
- DOMS (delayed on-set muscle soreness)
- Inflammation (C-reactive protein)
- Muscle damage (creatinine kinase)



Choreography Based on Physiology

With **Mental & Stress relief**, the objective is to access the parasympathetic nervous system so that the user can relax, meditate, or visualise success.

The Brio Sport has been meticulously choreographed to address these objectives with **3 solutions**:

1. **Sports Specific Massage Therapy:** Hydrating fascia and other connective tissues and releasing tight or sore muscles. This improves mobility (ROM range of motion) and posture
2. **Compression Therapy:** Systematically squeezing the muscles to remove the waste by-products from the muscles through the lymph system so it can be eliminated from the body. This reduces inflammation and swelling to help with fatigue and muscle repair
3. **Zero Gravity Body Position:** This does two things: Improves blood flow for quicker healing AND taps into the parasympathetic nervous system. This sends a signal to the brain that all is well and triggers the release of positive brain chemicals and the reduction of stress hormones to allow the body to rest and repair for the next workout.



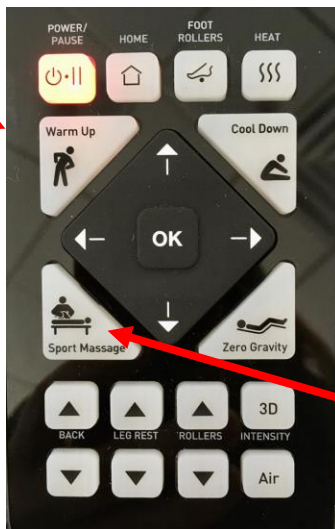
Core Rotation



Based on Physiology

Warm Up

Cool Down



Glutes & IT Bands



Sport Massage



Choreography Based on Physiology

In the Brio Sport you will see programmes that help move blood flow to the parts of the body that need it. They mirror a workout routine, like warm up and cool down.

The Brio Sport has other programmes that you won't see on any other chair, like:

- **Core Rotation**, which has an amazing lumbar mobility sequence that actually puts your hips in a posterior pelvic tilt. This means it gently mobilises the low back by tucking the tailbone under and stretching the large muscles that carry a heavy load when exercising. And the twisting movement mimics the spinal action of runners, swimmers, and golfers - keeping the flexibility of the powerful core supple and healthy.
- and then there is the **Glutes & IT Bands** programme that is a dream come true for runners (and even chronic sitters) who have outer thigh pain or tight glutes.
- The last one I will mention is the **Sport Massage** programme. It is the most intense and moves the lymphatic fluid to rid the body of waste products from a workout. Your sore muscles will love this massage and there is a button right on the front of the remote for this programme.



The Sport 4D Intelligent massage mechanism is effective for fitness recovery because:

- It is an L-track to work the back AND the glutes and hamstrings
- It has over-sized heated rollers to reach deeper into the muscle tissue and fascia
- It has a mechanical mechanism (for a deeper tissue massage)





Other features in the Brio Sport are:

- Segmented arm compression cells to direct the blood flow and lymphatic fluid into or out of the arms
- Zoned heat in the seat, rollers, calves, and feet
- True Zero Gravity® position improves blood circulation and alleviates joint and spine pressure
- Acupressure Point Locator scans and customises all sessions

- Wall Hugging design allows for placement anywhere in your home or office
- Foot rollers offer a gentle stimulation on your soles



The Brio Sport has

8 PROGRAMMES

Sport Massage
Recovery
Stretch
Core Rotation
Warm Up
Cool Down
Visualize
Full Body Air

3 FOCUSED SESSIONS

Neck & Shoulders
Low Back
Glutes & IT

11 MANUAL OPTIONS

Knead
Delta Knead
Tap
Pulse
Knead & Tap
Knead & Pulse
Rolling
Upper Body (Arms)
Hips
Lower Body
Full Body Air

