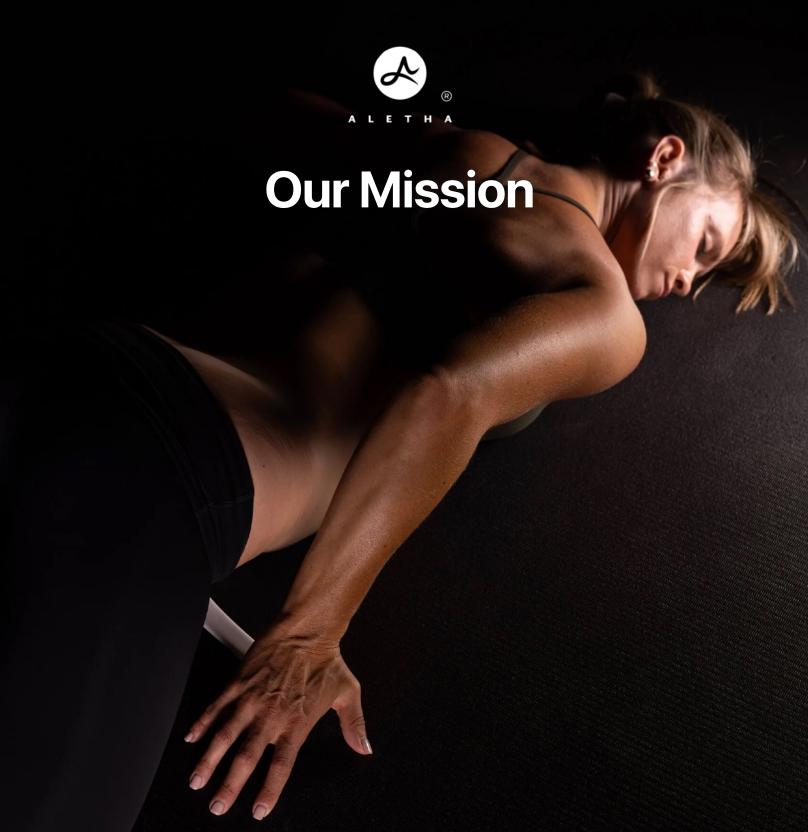


# Precision Muscle Relief for Everyday Heroes



At Aletha Health, our mission is to liberate every human being from the shackles of pain. Combining education and innovation, we make natural and drug free alternatives to the problem of pain accessible for all.

We understand the physical demands faced by outdoorsmen, military personnel, and law enforcement officers. Our mission is to offer a robust, effective solution to an industry problem: injured customers are lost customers. Through innovative design, and a commitment to drug free alternatives, Aletha Health has created a health enterprise to ensure these customer bases remain active and mobile, to ensure the preservation of a consistent, reliable buyer market.



## The Set

Aletha Health's Set is a premium collection of four top-selling tools, strategically crafted to enhance muscle group alignment and performance. Supported by extensive medical research and proven results, it offers an innovative and drug-free solution for pain management and body care.

## A perfectly designed hip release ball, The Orbit targets deep backof-hip muscles like the glutes and piriformis, tightened by hip flexor tension. It's also ideal for broad

pressure application on general hip flexor areas, serving as an excellent preparatory tool for The Mark.

The Orbit

## The Band

This hip resistance band is essential for strengthening hips and glutes post-release. Accompanied by a manual of PTapproved exercises, it's a key component in resolving pain and enhancing muscular function.

### The Range

With a focus on alleviating tightness in the neck, shoulders, and upper traps, The Range addresses stress-induced discomfort, neck and shoulder pain, and headaches. Its patented design (US Patent No. D982,769) targets muscles affected by tight hips and poor posture, offering effective relief.

## The Mark

The world's only tool patented to target psoas and iliacus muscle tension, The Mark is crucial for achieving body alignment and pain relief. It effectively eases pressure from lower back to feet and alleviates discomfort up to the neck and head.

## Tight Hip Twisted Core - The **Key to Unresolved Pain**

Authored by MPT Christine Koth, this book explores how tight hip flexors can misalign your body, impacting overall well-being. It offers insights into activities that can alleviate pain and restore optimal body function.



## Cost Savings and **Operational Benefits**



## **Reduction in Insurance Premiums:**

By prioritizing the health and physical well-being of personnel, companies can experience a significant decrease in insurance premiums, a direct result of fewer health-related claims and improved overall employee health and productivity.



## **Decreased Workman's Compensation Claims:**

Regular utilization of The Set can lead to a marked reduction in workman's compensation claims.



## **Lower Absenteeism Rates:**

The effective management of pain and enhancement of physical function can result in reduced absenteeism, ensuring a more consistent and productive workforce.



## Impact on Combat and Non-Combat MSKIs:

Between 2011 and 2016, MSKIs accounted for nearly 70% of medical disability discharges. The Set offers a proactive approach to addressing these prevalent injuries.



## **Operational Readiness and Reduced Attrition:**

MSKIs are the leading cause of attrition and lost duty time, particularly in military settings, with injury rates of 14-42% in men and 27-62% in women. The Set is designed to reduce these rates for a more robust and deployable force.



## **Decrease in Deployment** Ineligibility:

MSKIs account for nearly 65% of soldiers who cannot deploy. By incorporating The Set into regular physical training, this number can be significantly reduced.



## **Improved Job Performance:**

Injuries not only affect physical ability but also job performance. In surveys, 42% of soldiers with nonbattle injuries reported a decrease in job performance.



## **Direct Cost Savings:**

In 2018, the US Army Active Component (AC) incurred over \$400 million in direct patient care costs due to MSKIs. The Set represents a cost-effective solution to reduce these substantial expenses.