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# KINESIO TAPING

## by Living Brands

South African rugby supporters was puzzled in recent days by our Super 15 teams colourful taping and strapping worn on game day by various players.

What is all this about, and does it really serve a purpose in our modern day game or is it just a trend that will come and go? Where is it coming from and how does it work?

Living Brands Kinesio Sports Tape team went to set out and explain the working of kinesio in the sports medical world. Kinesio tape assist in Physiotherapy and are seen on professional athletes.

Kinesio taping is a technique that assist in the body's own natural healing process. It gives support and stability to a person's joints and muscles without affecting or reducing circulation and range of motion.

Kinesio Sports Tape is a latex-free, therapeutic tape, which rehabilitates the affected areas or can be used as a pain reliever. It can also be used as preventive maintenance, to re-align bones and muscles or for patients with edema.

Kinesio taping shows its effectiveness through the activation of neurological and circulatory systems, lifting the skin and providing support for surrounding soft tissue. This method stems from the science of Kinesiology, hence the name "Kinesio."

Thus someone taped with LB Kinesio Sports Tape can move freely and play an 80 minute rugby game, shower afterwards and rock up for training on the Monday still taped. It can last up to 7 days.

"The Kinesio Sports Tape is applied with a stretch, so when you naturally stretch something and you place it down, it has the tendency to recoil," Eagles physiotherapist explain, "where you've got this compression of these lymphatic and inflammatory circular pain responses," Innis Erasmus the team physio says you apply the Kinesio Sports Tape. As the Kinesio Sports Tape recoils, what it does is it creates these convolutions along the skin, which relieve that pressure.

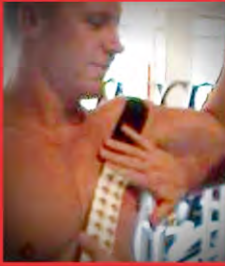
It enhances the circulatory flow, of blood and lymphatic waste drainage, it decompresses the nerve structures, which are causing you to have some pain, now the circulation flows more efficiently!

We are trying to make Kinesio Sports Tape available to the athlete and educate and stimulate awareness of this brilliant product that are available at Dischem's nationwide.

# PECTORALIS MAJOR (Chest Strapping Technique)

## PREPARATIONS for skin on area to be taped:

- Skin must be clean from oils and lotions
- Clean surface with only water and a cloth
- Skin must be completely dry before taping
- Removing unwanted hair is optional.

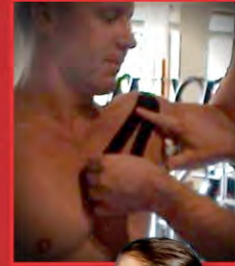


1) Patient must keep arm raised 90°, while the tape is applied.



2) Make sure that the tape is anchored firmly.

2a) Do not connect the loose strands, they first have to be placed correctly.



3) The first strand of tape will be applied to the sternum.



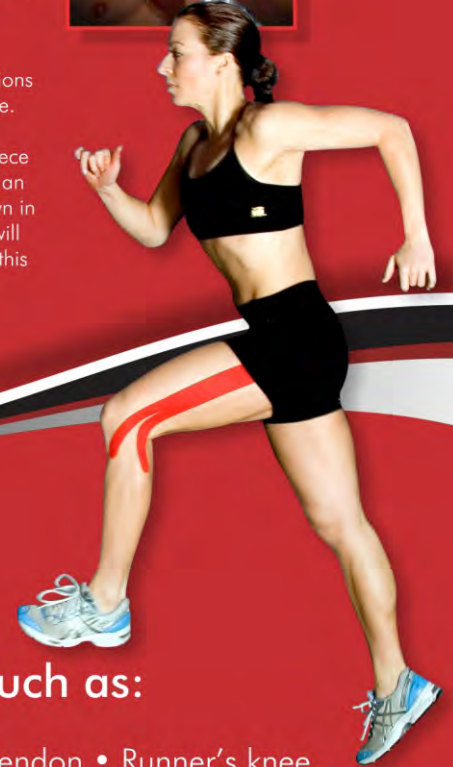
4) The second strand will be applied to the lower pect.

4a) The patient must keep his arm at a 90° angle until the tape has been fully applied.



5) Convolutions will be visible.

A straight piece of tape with an incision down in the middle will be used for this technique. (V-shape)



## DIFFERENT STRAPPING TECHNIQUES

to assist specific sports injuries/rehabilitations such as:

- Neck pain • Golf Elbow • Tennis Elbow • Hip or knee pain • Achilles tendon • Runner's knee
- Calf sprain • Quadriceps pain • Shoulder pain • Carpal Tunnel Syndrome/wrist sprain and many more.



The retail price for LB Kinesio Sports Tape is R139.95  
Available at all Dischem's and various pharmacies nationwide.

The tape is available in 5cm x 5m in the following modern colours:

- Black • Red • Blue • Flesh • Pink

For more information dial 082 556 7022 or visit [www.living-brands.co.za](http://www.living-brands.co.za)