

**ACTIVE  
GOLF**



**16** WEEK

**Pain-Free &  
Confident  
Accelerator  
Program**

**Less Pain. More Golf.**



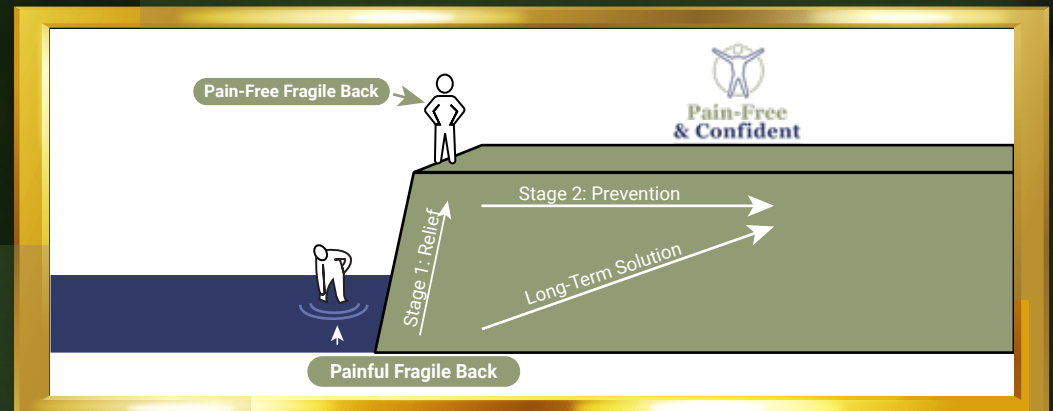
# Active X Golf. WHO ARE WE?

We coach golf-mad over-50 year olds to build a strong pain-free lower back they can have confidence in, and then to go on to optimise their health so that they can look forward to golfing into their 90s.

It's our vision to see a world where every golfer has the understanding and support to build a strong pain-free lower back they can have confidence in.

On the Accelerator, you will go on that journey.

We are your guide.



To complete this journey successfully there are 6 key Practices & 3 Rules. Adhering to these, we will guide you to get right back from the edge.

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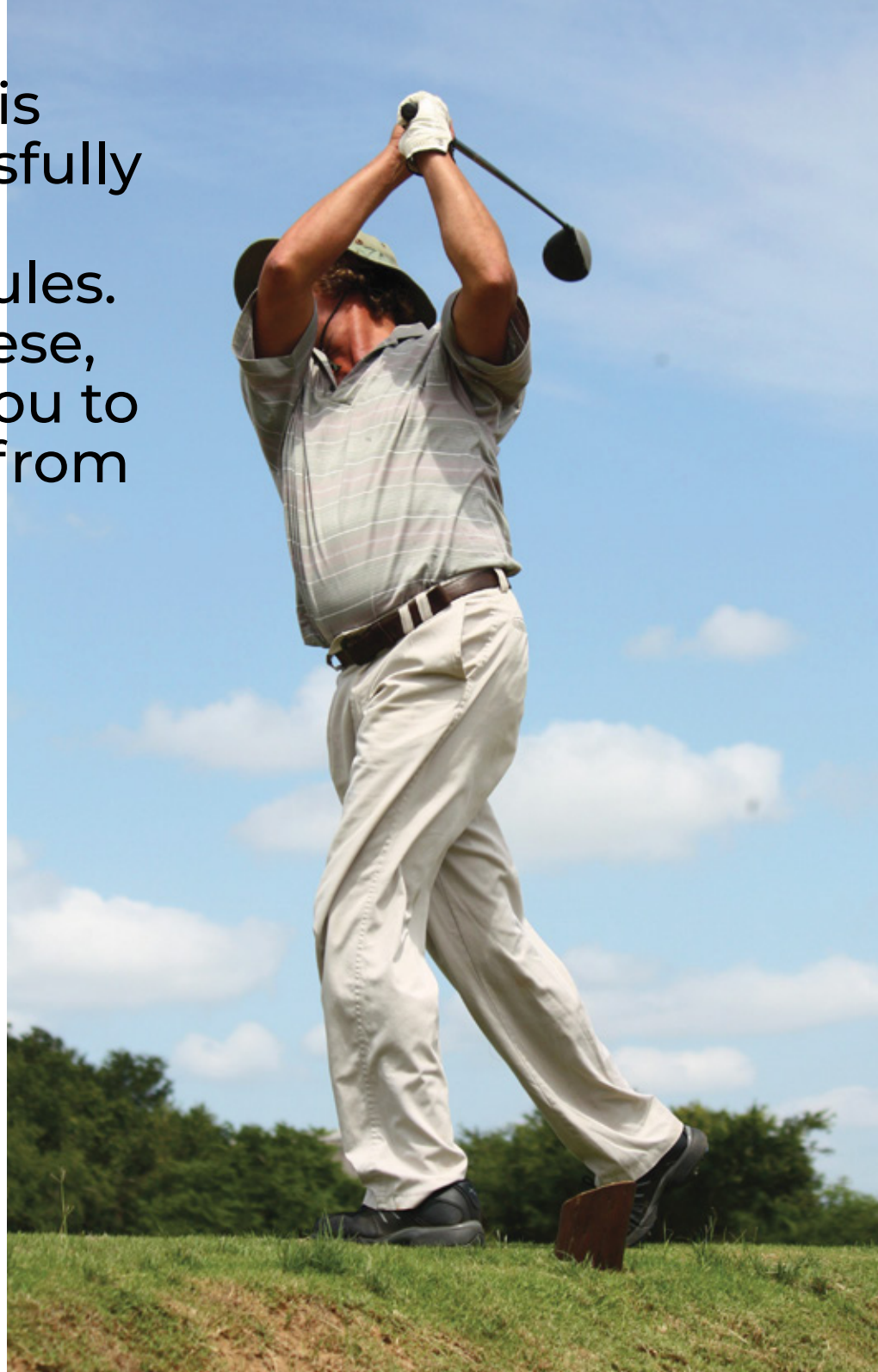
### MEASURE

It's essential to measure in order to be sure that you are improving.



### REDUCE

If you want to get better, you have to reduce the things which make your pain worse at least in the short term.



### RELAX

Stress, threat & anxiety will increase your pain. You have to learn how to combat these.



### OPTIMISE

There are many physiological aspects which affect pain movement, posture, loading, sleep, nutrition,



### RELATE

It's important that you relate your activities back to your golfing goals.



### ENJOY

Boosting your mood through enjoyable activities & relationships distracts you from pain and is the most powerful way to reduce pain.



## Success Stories: Hear from Our Satisfied Clients



### **MIKE RIDDELL**

A virtual diagnosis and treatment plan seemed a little far-fetched, but it turned out to be extremely helpful. Their screening questions led us to the likely issue. Then they provided reassurances and a 5-point plan which has eased the pain and got me back on track. Thanks!



### **OLGA BOUTON**

The program quickly came up with a plan of recovery, followed by a plan of prevention. I have not had any back pain since. I would definitely recommend it to any of my family and friends.

# Our Expert Team: Your Partners in Health



**GAVIN  
ROUTLEDGE**  
MSC DO(HONS) DIPBLM

Gavin Routledge is the Clinical Director of P&C. With a Masters Degree in The Clinical Management of Pain, he ensures the program is consistent with International Clinical Guidelines and that it is optimally effective. He has authored 2 books on lower back pain, is a Health Coach, and has been a practising osteopath for over 30 years. He also has a long-term interest in health-behaviour change (and golf).



**GARY  
NICOL**

Gary Nicol has coached winners on Tour in the 1990s, 2000s, 2010s & 2020s, including Olympians, Ryder Cup and Solheim Cup. He is a Certified Master Mind Factor Coach and Trackman Master. Based at Archerfield Performance Centre, he co-founded TPegs with Andrew Coltart. He also co-authored - with Karl Morris - The Lost Art of Golf series of 3 books.



**GAVIN  
HASTINGS**  
OBE

Gavin Hastings OBE is a former Scottish and British and Irish Lions Rugby Captain, who wants to golf into his 90s. As the face of Active X Backs, follow his progress as he strives to put his long history of lower back pain behind him, and keep playing, despite his osteoarthritic knee!

# Our Expert Team: Your Partners in Health



**SAM  
JONES**

MSC BSC

Sam graduated from Edinburgh Napier University with an MSc in Sports Performance Enhancement, having previously obtained his BSc in Sport & Exercise Science from the same institution. This gives him a well-rounded approach in the understanding of how the human body works, touching on areas including physiology, psychology, biomechanics, injury prevention and many more. He specialises in both athletic development & maximising individuals' health and well-being as they age.



**OLIVER  
MORTON**

Oliver is an innovative expert in golf development whose expertise covers the whole spectrum of coaching, game analysis and enhanced performance. He works with Juniors as young as five right up to major champions and Ryder Cup players. He has a particular passion for new technology, in particular 3D Biomechanics and Practice Optimisation, using the emerging science of golf to deliver ground-breaking coaching techniques that can transform a player's game.



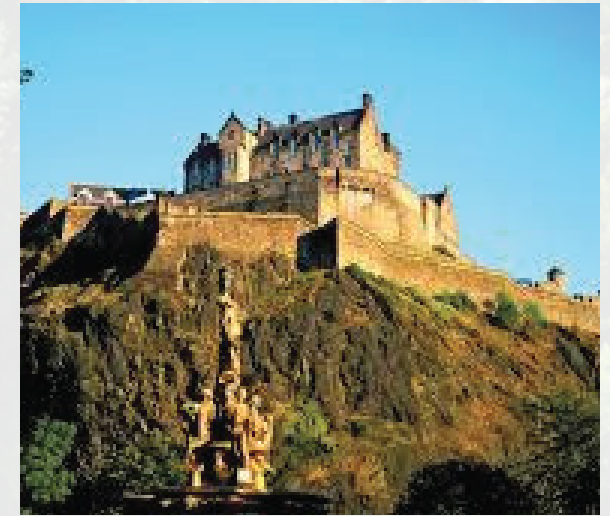
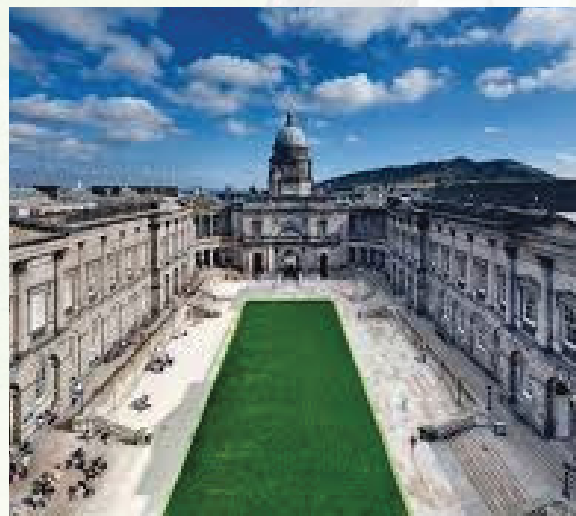
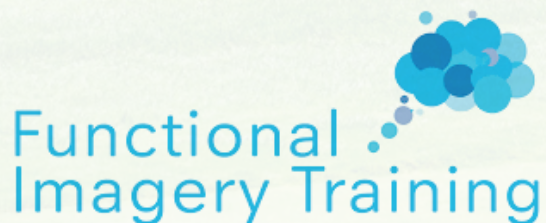
**MEDICAL  
ADVISER**

TBD

We're on the hunt for the ideal medical adviser. If you know someone who you think might fit the bill - highly experienced, with a passion for keeping golfers on the course - please email [info@painfreeandconfident.com](mailto:info@painfreeandconfident.com)

# The Science Behind the PaC Program

Gavin Routledge reviewed the International Clinical Guidelines for the management of persistent lower back pain and sciatica during his Masters Degree in the Clinical Management of Pain. He also scoped the “optimal digital health intervention for lower back pain” in his final project, and created an educational program for clinicians and health and fitness professionals. The PaC Program has been an extension of that work. Training as a Health Coach including Functional Imagery Training enables Gavin to combine his extensive understanding of pain with a proven habit-changing approach.



Gary Nicol's involvement as a Golf Coach and Mind Factor Coach has informed the behavioural change elements of the program.

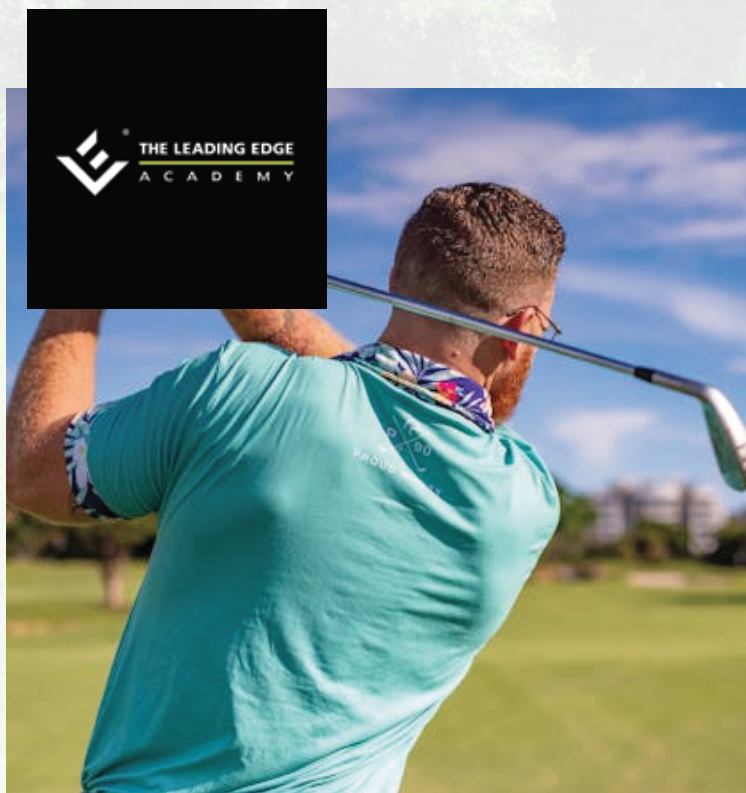
Oliver Morton of The Leading Edge Academy brings extensive experience in exercise programming to correct/compensate for movement deficiencies. Qualified to use Trackman, Gears 3D Motion technology, & Sam BalanceLab, there's nothing he doesn't understand about the biomechanics of golf.



Sam Jones is a Sports Scientist, Personal Trainer and Professional football player. His informed exercise programming will take your back from being fragile to robust; building strength, stability and mobility.

This is a comprehensive approach to persistent lower back problems in golfers, including (but not limited to) pain neurophysiology, exercise science, habit-changing, nutrition, sleep, stress reduction and swing mechanics. The best that money can buy.

**This is NOT simply another “improve your swing and strengthen your core” program.**





# How Does it **Work?**

**It's a 16 week  
online coaching program.**

It's taken a long time for you to build your problem, so it's going to take some time to break it back down again. The first 8-week period is more intensive, with quite a bit of learning and habit building coming your way. Then the second 8-week period is all about maintaining and building on your new habits, making adjustments as you go, with support from the Active X team.

## **On-boarding**

You will need to complete an extensive form. After reviewing your answers, the AX team will then advise you on which parts of the program to focus on. It's all there, but having an expert review your current status and advise on your weaknesses is much like having a caddy guide you round a course you don't know. Your program will then be delivered to you through the AX coaching app and AX coaching hub.

**If deemed necessary, we'll start you on the 18 day Rapid Relief Program right at the beginning of your journey. It provides a valuable grounding and gets you some early wins.**

# Support Platforms

## The AX coaching app:

- Nudging you daily to reduce your Aggravators and do your Preventers.
- Enabling you to objectively track your progress with The Backscore.
- In-app messaging to connect with clinicians or sports scientist.
- In-app community keeps you accountable.

## Technical Requirements:

Android or Apple smartphone.



## The AX coaching hub:

- Holding all the knowledge you need and can refer back to 24/7.
- Tailored exercises, which progress as you do.

## Technical Requirements:

Smartphone, tablet, desktop or laptop.

## Fortnightly coaching calls:

Gavin is available for pain and golfing related questions on alternate fortnights - 8 in total over the 16 week program. These are conducted on our webinar platform and recorded and shared via the AX coaching platform.

## Technical Requirements:

A computer, tablet or phone on which you can join a Zoom video meeting.



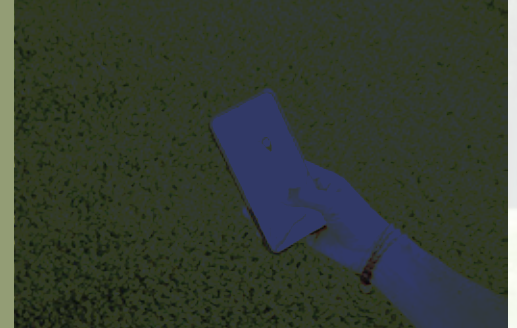
# What's Included?



**The Active X  
Coach hub**



**The Active X  
Coach app**



**Fortnightly Group  
Coaching Calls with  
a clinician**



**Private  
Community  
Support**





# Take the First Step to having less pain and playing more golf

Digitally sign the Agreement now. We will then forward you to a payment page. Once your payment is received, you will be on the program.

We will then start your on-boarding process, providing immediate access to the materials in the Coaching Hub. You'll start the Group program on an agreed date.

## Detailed On-boarding

After completing an extensive questionnaire, this is reviewed by our clinical and exercise team. We will then ensure that your program is based on your Functional Assessment, your Backscore your StartBack Score, and your long-term goals.



# The Pain-Free & Confident Accelerator Program

**Buy Now**  
**£1950 / \$2500**

If you have any further questions, contact Us: We're here to help.  
[info@painfreeandconfident.com](mailto:info@painfreeandconfident.com)



## Why get right back from the edge now?

### **Save thousands on treatment which will only ever relieve your pain**

Whether effective or not, all the pills, manipulation, hot/cold packs, massage, etc will only ever help you to achieve relief (see the Cliff of Pain). Consequently, it's a money-pit. For as long as they give you relief, you'll keep spending on them. Until they no longer work.

Why strive to be a Pain-Free and Confident golfer now? In short, because the longer you have pain for, the more difficult it is to resolve. Better now than later, as you will make progress faster the sooner you start.

### **Enjoy your golf more**

Not having pain makes golf so much more enjoyable.

### **Improve confidence and performance**

It's not enough to achieve pain relief. To have confidence in your back again will take time and work. But having that confidence is a game-changer both for your mental health and your performance on the course.

### **Start your journey to a healthier future, optimising your chances of golfing into your 90s**

The systems we build with you will be the beginning of your journey to optimising your chances of golfing into your 90s. This isn't the end. We can support you beyond the Pain-Free and Confident Accelerator, if you opt into the Active for Life program.

A golfer in a blue shirt and white pants is captured in the middle of a golf swing on a green field. In the foreground, a black golf bag sits on a silver stand. The background is filled with lush green trees under a clear sky.

# The Pain-Free & Confident Accelerator Program

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# Cooling Off Period

Once you sign up to the PaC program, you'll have 14 days during which you can change your mind. If you feel that you've made the wrong decision and decide not to go ahead, we'll give you your money back. No hard feelings.

## FAQ: Your Questions Answered

Common questions and detailed answers about the PaC program

### **Is it guaranteed to work for me?**

There are no certainties in life (apart from death and taxes). However, if you stick to the plan and the Rules of Rehabilitation, we are confident that you will see significant improvements. If at any point you have concerns, please let us know. It's easier to course correct early - and reap the benefits - than it is towards the end of the program.

### **What about sciatica?**

Yes, the program covers sciatica too.

### **Is this entirely online?**

Yes, the program has been developed to be delivered entirely online. The research - and our experience - have shown that this works just as well as in-person. Remember, this is an active process - we aren't doing things to you, so we don't need to be in the same place as you.

Also, because of the intensive nature of the program, we learned that attending a venue in-person is too time consuming for most people.

### **Isn't it all pre-recorded then and cheap to deliver?**

No, the on-boarding is personalised and involves our team working with you and then tailoring your program content to your needs. The 8x fortnightly coaching calls are live.

### **What's not included?**

If you want 1 to 1 time with Gary, Gavin, Sam, or Oli you can request this at an additional cost.



A background image showing three people on a golf course at dusk. A man in the center, wearing a white shirt and shorts, is kneeling and celebrating with his arms raised in a 'V' shape. To his left, a woman in a white shirt and skirt is also celebrating with her arms raised. To his right, another man in a red shirt and white shorts is celebrating with his arms raised. They are all holding golf clubs. The background is a dark, silhouetted landscape of trees and a golf course.

# The Pain-Free & Confident Accelerator Program

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