

# Daily Activation:

## Importance of Mobility and Flexibility Exercises in Your Daily Routine.

**W**e can all agree that 2020 has been a pain. But we're talking about physical pain here. How long have you had to sit at your desk? Stiff neck from looking at the computer screen or video conferencing too long! Have you started a home exercise routine yet? Are you spending time on the floor playing with your kids or grandkids – and worse, struggling a little to get up? All these activities can cause pain. Below are some regimens to improve your flexibility and mobility that will help take away your pain and make the Holidays a happier and more relaxing time.

What you do before your workout, activity, or day plays a big role in what you are able to do and how well you perform. Many times, people roll into the gym or hit the field without activating their muscles and joints due to the perception of limited time. Do not underestimate the importance of a structured activation routine when it comes to maximizing your workout and performance results. Not to mention it plays a key role in stress reduction, injury prevention, and overall wellness as well.

Most people already have some form of small pre-existing soft tissue issue. Possibly with your shoulder, hip, low back, knee, ankle, wrist, neck etc. Jumping straight into your workout, game, activity or day means it's just a matter of time before the small issues explode into major issues. One way to avoid the explosion (explosion = visit to the doctor) is to add flexibility and mobility exercises into a daily Activation routine. If you do not have time to Activate, then you do not have time to Participate!

Activate effectively with these 4 steps to maximize your performance, reduce your risk of injury, and increase your overall wellness:

**1. Start with warm-up exercises.** Low impact exercises that increase the heart rate, increase body temperature and prepare the mind for more intense activity. As the body temperature increases, muscles start to become looser, supple and more pliable! Your mind is getting ready to tolerate higher intensities. This is a gradual build. Walking, jogging, biking, elliptical, rowing, dynamic movements are all good examples of warm-up activities and should be performed for 5-10 minutes.



**2. Next add in rotations of the major joints.** Ankles, knees, hips, shoulders, elbows, wrist and neck. Progress through a sequence of rotations at low intensities and slow speeds, focusing on the motion at the joint, ensuring full range and think about and remember how it feels. This is important so you know the function of each joint from day to day. Rotations from head to toe should take 3-4 minutes.

**3. Add in some static stretches to the joints that felt tight or had a slight resistance.** Holding the stretches for 10-30 sec for 1 -3 reps as needed to loosen the muscles.



**4. Lastly, perform your dynamic mobility exercises to test the joints to make sure they are free and easy and ready for increase intensity.** For upper body start with arms swings at shoulder overhead and across the body. flex and extend arms. Rotate the neck. Add in some core activation. For the lower body perform leg swings for hips, squat down and up for your quads and hammy's and end with slight jumps to warm up ankles/feet.

Here are some static stretches to help you build your Daily warm up. For additional information on flexibility, mobility, and strength exercises for developing your routine, visit our education and training site at <https://cbdhealthcarecompany.com/education-training/> or for equipment: PerformBetter.com

In conclusion, an ACTIVATION program involves more than just a stretch or a lap around the track. It is important to implement a structured Activation routine before your workout, game, activity or day to maximize your performance and prevent that explosion in your joints, muscles, or simply to improve overall wellness and reduce stress. Follow the four steps and apply CBD Herbal Activation lotion 15 minutes before your Activation routine. The CBD Healthcare Company is working with nationally recognized experts to provide education and training to assist our customers in achieving health, wellness, and protocol objectives. Mobility, flexibility, and strength are key ingredients for wellness and peak performance – whether you're a competitive athlete or fitness and health advocate. Professional grade CBD topicals enhance mobility, flexibility, and peak performance/strength by stimulating the endocannabinoid System (ECS) to promote homeostasis resolving inflammation, stimulating cell recovery, and accelerating healing naturally through improved delivery/restructuring of collagen. We recommend these as a part of your regimen whether sports/fitness or wellness/rehabilitation oriented.



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