



**LEARN TO ROLL:**

Hamstrings

Inner Thighs

Calves

Cellulite

And More

More than just a guide to

**FOAM  
ROLLING**

# SAFETY WARNINGS AND LEGAL LIABILITY DISCLAIMER

The recommendations in this eBook are not medical guidelines and are for educational purposes only. You should consult your doctor or rehabilitation specialist before starting this or any other program, or if you have any medical condition or injury that may get worse with physical exertion. This program is for healthy individuals 18 years of age and older and is meant to supplement, not replace, proper exercise training. All types of exercise have some risks. Always make sure that you use common sense before beginning any exercise program. Make sure that your equipment is in good operating condition and don't attempt to exercise beyond your level of experience, knowledge, training or fitness level. These eBook exercises must not replace any exercise routine, treatment or diet that may have been given to you by your doctor or medical specialist. Don't do any exercise unless you have been shown the proper technique by a licensed medical specialist or certified fitness trainer or exercise specialist. If necessary, ask for help when exercising to avoid injury and to ensure proper form. Make sure that you stretch and warm-up properly before beginning your exercise routines.

If you are taking any medication, consult your doctor before performing any of the following exercises. If you experience lightheadedness, dizziness, or shortness of breath while exercising, stop the exercise and consult a doctor immediately. Don't use this or any other program if your doctor tells you it's not safe to do so.

It's extremely important that you always use common sense and use the following safety guidelines when exercising:

- IMMEDIATELY stop what you're doing if you

feel faint, dizzy, light-headed, or very uncomfortable. Seek immediate medical attention if any of these conditions persist.

- If something feels too difficult, switch to an easier exercise to be safe.
- If you EVER need extra recovery time, please allow for it.

**You should consult your doctor or rehabilitation specialist before starting this or any other program, or if you have any medical condition or injury that may get worse with physical exertion.**

Your massage roller is built to last, but since it contains foam, proper care is essential for product longevity. Keep your roller away from sharp things, open flames, and standing water. If your roller becomes dirty, you can wipe it clean with a soft cloth and a mild detergent of soapy warm water. Don't clean the roller with harsh chemicals, or abrasive cleaners. Lastly, don't store your massage roller in below freezing temperatures or in direct sunlight for this may damage your roller.

Your massage roller is not a toy, and should be kept out of the reach of children. Use by those under the age of 18 should only be done with adult supervision. Please keep your roller away from pets for it may be a choking hazard should they chew it. G10 CONCEPTS, LLC is not responsible for any damage to personal property that may occur while using our massage roller. The roller and this eBook guide should only be used for their intended purpose.

Now that the legal stuff is out of the way, please enjoy your new massage roller!

# FREQUENTLY ASKED QUESTIONS

## **What is self myofascial release?**

The myofascia is a thin layer of connective tissue located throughout the soft tissue of the human body. Overuse, repetitive motion injuries, lack of proper stretching, and lack of use can all contribute to inflammation and dehydration of the myofascia. When inflamed and/or dehydrated, the fascia tightens and stiffens. This results in reduced flexibility and stiffness in the body. The regular use of your massage roller will help loosen and relax the soft tissue of the body, allowing you to move with less pain, stiffness, and tightness in the muscles and joints of the body.

## **When should I use my massage roller?**

Roll out your target muscles before a workout to get them warmed up and loose. If you have sore or tight areas in your body from a previous workout, focus on those muscles that need extra time with your massage roller. It is best to utilize your massage roller both before and after workouts, for conditioning and recovery.

## **When should I NOT use my massage roller?**

You should not use your massage roller if you are feeling dizzy, queasy, experiencing numbness or tingling, if you have uncontrolled blood pressure, a tumor, a post-operative incision, a wound, or any type of rash. Please consult a medical professional if you feel that you have an injury that has not been diagnosed.

## **How long do I need to use the roller?**

When you first begin using your massage roller, it will take a longer amount of time to roll out your muscles, joints, and soft tissue. As you improve the quality and overall condition of your muscles and fascia, you will notice it takes less time to get your soft tissue loosened up. 10 to 20 minutes is a great roll window.

## **Is it going to hurt?**

Typically, foam rolling is soothing. But, when your muscles are tight and sore, massaging them may cause you to experience discomfort. Put less pressure on the area if you have pain that you can't tolerate, then slowly add more pressure as you feel you are able to. A good rule of thumb is if your pain isn't subsiding after a few uses of your roller, then you must consult a medical professional to have them advise you as to what might be occurring with your soft tissue.





# IN THIS GUIDE WE WILL SHOW YOU





# HURTS SO GOOD

BY KIPP DYE, MASSASGE ROLLER INVENTOR,  
AND PRACTICING PHYSICAL THERAPIST

"My muscles hurt, and you want me to hurt them more with this roller?" I've been asked that question a lot over the years. Let's take a look at what's going on with your body, so we can answer that question.

Activity can take its toll on muscles, resulting in micro-scarring and the creation of cross-link adhesions which, in part, are what cause knots. Normally, the muscle fibers are moving past each other smoothly and fluidly. Sometimes, however, they stick to each other in what is known as a muscle adhesion. Nerve endings are then compressed and irritated causing soft tissue pain after exercise. This phenomenon is called delayed onset muscle soreness, or DOMS. So, after a big workout we may be looking at muscle adhesions, damaged or irritated fascia, compressed nerve endings, and the nervous system exacerbating the entire situation by sending signals for the muscles to protect themselves.

Very early on, I recognized the benefit of foam rolling, but wasn't able to recreate the pressure and stretching of a sports massage. Trying to overcome the limitations of smooth foam rollers was what led me to invent the massage roller, a device with a plurality of massage projections designed to enhance mobilization of the soft tissue.

As the user rolls on a massage roller, each projection works like a thumb, kneading the fascia, applying pressure and stretching to the adhesions. Circulation of oxygen rich blood is increased at the site, and toxins and lactic acid are flushed away. Massage rollers decrease pain in the soft tissue by mechanically applying pressure on the body to allow the Gate Control Theory of Pain Relief to be activated.



Simply, the nervous system is reset to decrease pain in those tight and sore muscles. Massage rollers also rehydrate overworked and tight muscles since the irregular roller surface creates a hydro-static pressure gradient in the soft tissue allowing for increased circulation of fluids.

A massage roller basically creates the opposite condition of that workout, both mechanically altering

the muscles, and changing the signals the brain is sending out. That's a tall order, and you're going to feel it happening. As long as the pain is proportional to the pressure you're applying, and ceases after you finish rolling, you're using your roller correctly. So, in short, yes, using a massage roller may hurt, but it should hurt so good.



The hamstrings are a group of muscles that run from the pelvis to the knee, in the back of your leg. They are often directly responsible for lower back pain. The reason is that they control the tilt of the pelvis, and your posture. Normally, an angry muscle will be short and tight, like it's trying to shrink into a ball. Hamstrings are unique in that they are often weak, but not tight and shortened. When this is the case, they become fatigued, setting off a chain reaction of muscle compensation that can lead to exaggerations or flattening of the curve in the lower back, and ultimately disc compression.

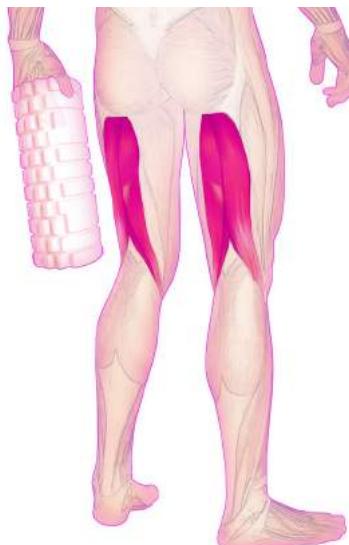
How do these muscles get long and weak? Often, from lack of use, not overuse. Too much sitting at a desk, in a car, or on a couch could be responsible. As the muscle is underutilized and weak, you may not find a lot of knots to roll out, but may find tremendous benefit from allowing the massage roller to soften the fascia, and increase blood oxygenation and circulation to that muscle group. The net effect of rolling the hamstrings should be an increase in range of motion to the hips, improving flexibility. As a proactive measure, runners can also see a reduction in Charley horses from regular use of a massage roller.

They're really easy to roll on your massage roller,

as the basic movement starts with sitting on the foam roller, which is a simple position to get into. The ease of this movement is why we've selected this technique to demonstrate first. Throughout this eBook, we will refer to an active leg and a passive leg. Your active leg is the one currently engaged with your massage roller, and the passive leg would be the one that's off the massage roller, affording you balance and support, like a tripod.

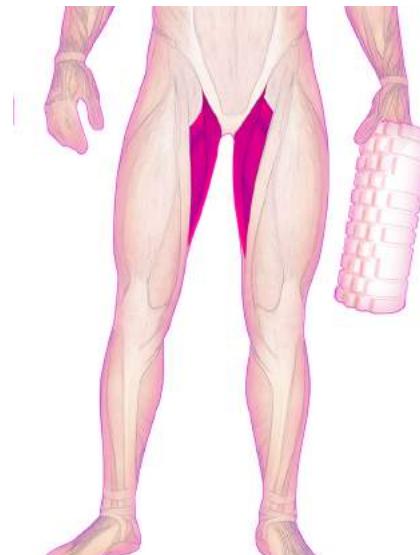
**To roll out your hamstrings**, start by sitting on the floor, or a yoga mat. Place the massage roller underneath your active leg, right on your sit bone. With your palms flat on the mat, and fingers pointed out, hands just beyond your hips, begin to roll toward your knee, using your hands to crawl and support you, as you "walk" back and forth, sending the roller back and forth between your pelvis and your knee. If you aren't able to make that entire range of motion in one pass, focus first on the top half of your hamstrings, and then the lower half. If you do encounter

a muscle adhesion, also called a trigger point, keep the roller stationary on it for up to 30 seconds, then gently move left and right one inch as you also go back and forth for an inch. Resume rolling when you're comfortable doing so.



# INNER THIGHS GROIN INJURIES AND PELVIC TILT

The most prominent muscles of the inner thigh are known as the adductors. Any activity that requires your legs to open and close can overwork the adductors. Though you may not think of them often, you'll remember them when suffering a pulled groin. They can also contribute to a forward pelvic rotation and an exaggerated arch in the lower back. As these are also long muscles, running from the pelvis to the knee on the inside of the leg, they are easy to roll out, and quick to show results. However, the position to roll them is a little awkward, as it is not a motion we commonly make. **To begin**, lay face down on your mat. Bend your active leg at the knee, and place your massage roller under your groin muscles. Prop yourself up on your elbows, and work the top half of your inner thigh from your pelvis, to mid-leg. Roll slowly, back and forth, looking for trigger points. If you find one, focus on it for up to 30 seconds by rolling over it repeatedly and making small side to side motions to work the knot in all directions. Once you've completed the top half of the muscle group, you can begin the same process on the lower half of the muscles, from mid-leg to the knee. Move your body over the foam roller,

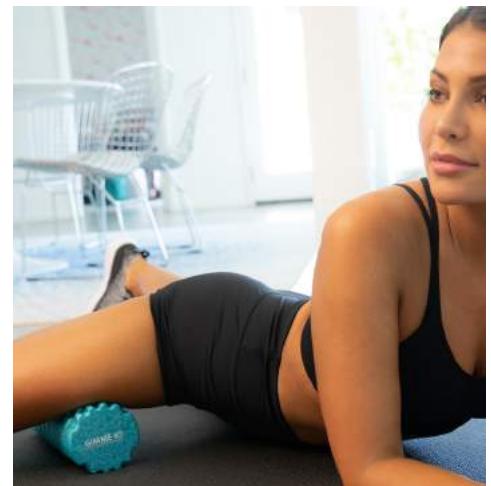
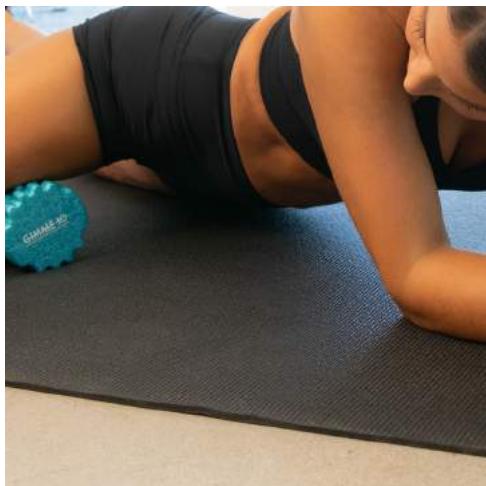


don't expect it to be as smooth a motion as the hamstrings exercise. Bending your knee will change the length of your leg muscles, it will cause them to relax, and become longer. You can try rolling with both a straight leg, and with a bent knee. A great trick is that when you do find a trigger point, and you are focused on it in a stationary position, try bending and straightening your knee back and forth to cause the muscle to drag the knot over your massage roller in either direction.

Another great benefit of rolling the inner thigh is the improvement in the appearance of cellulite, often located on the insides of the legs. We will cover that in depth in just a few more pages.

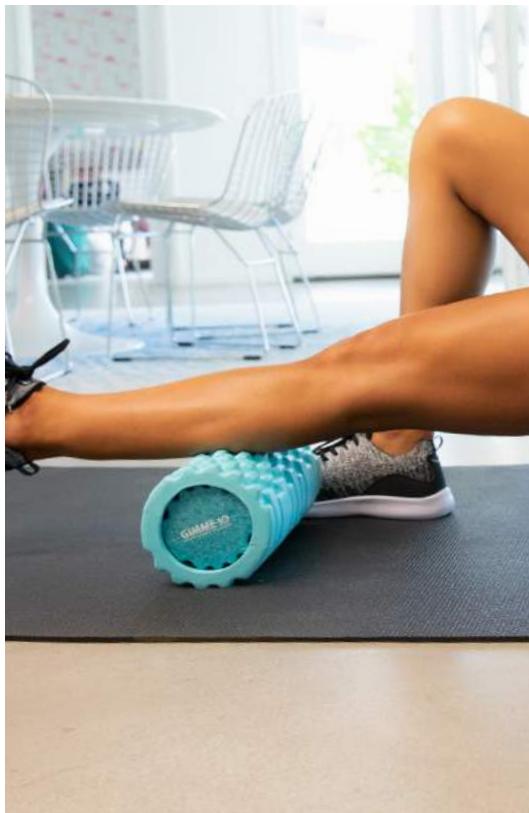
Finally, the inner thighs control the lateral movement of the legs, and are responsible for many groin pulls, especially in sports. Skating, soccer, and tennis are just a few of the sports where side to side motions are common, and the adductor muscles are easily overworked. It's a great idea to roll

them before exercise to prevent injury, especially in those types of sports, as well as after exercise to rejuvenate overworked adductors.



# CALVES

## THE BODY'S GATEWAY TO THE FEET



We spend a lot of hours each day on our feet. Standing, walking, jumping, and running take their toll on our feet, and while rolling them directly is effective and straight forward, fixing upstream problems with the calves and surrounding muscles is a great alternative. The calves serve another great purpose, connecting the rest of the body to the feet, and allowing us to stand balanced, and upright. While rolling the calves from knee to ankle, you will also surely roll your Achilles tendon. When that tendon tightens, it can have a downstream effect on the arches of the feet, and create plantar fasciitis, a painful inflammation of the foot's fascia. It's not uncommon in the vertical linkage of the body for tight calves to be a contributor of lower back pain. One side note, if you suffer from varicose veins, check with a doctor about beginning a foam rolling program, and definitely avoid rolling directly on the veins.

**To roll your lower legs and calves**, sit on your mat, and



place one of your legs on top of your massage roller. To add more intensity, just cross your legs over each other, using the passive leg to create extra weight for the active leg. To reduce the intensity, position yourself between two chairs, using them like crutches to support you, reducing the amount of body weight borne by your active leg. Otherwise, keep your palms on the mat, and just behind your hips. Transfer

your weight onto the roller, lifting yourself off of the mat. Nice and slow, try to roll from the knee to the ankle. Pause along the way if you encounter a trigger point, allowing the pressure to work it for up to 30 seconds. Once you get the hang of this move, and feel comfortable in progressing, try twisting your body, so that the massage roller works the outside of your lower leg as well. The calves are one of the easiest muscles to roll, and see results over the whole body.

# GLUTES

## A MUSCLE GROUP IN CONSTANT USE

Your body's intersection between the legs and the torso is the pelvis. There's a lot of movement there, and a lot of muscles to control balance, posture, and movement. The most critical to these tasks are the glutes, made up of several layers of muscle groups layered over each other. There are two main muscles, the gluteus maximus, and medius. The maximus is the lower muscle, and the medius is at the top. We will roll them separately, with two different techniques.

### To roll the lower glutes,

start by sitting on your massage roller. With your palms flat, fingers outward, cross your active leg over your passive one, placing your ankle on your knee. Your passive foot is on the floor, providing stability, and allowing you to roll back and forth over the active glute. This



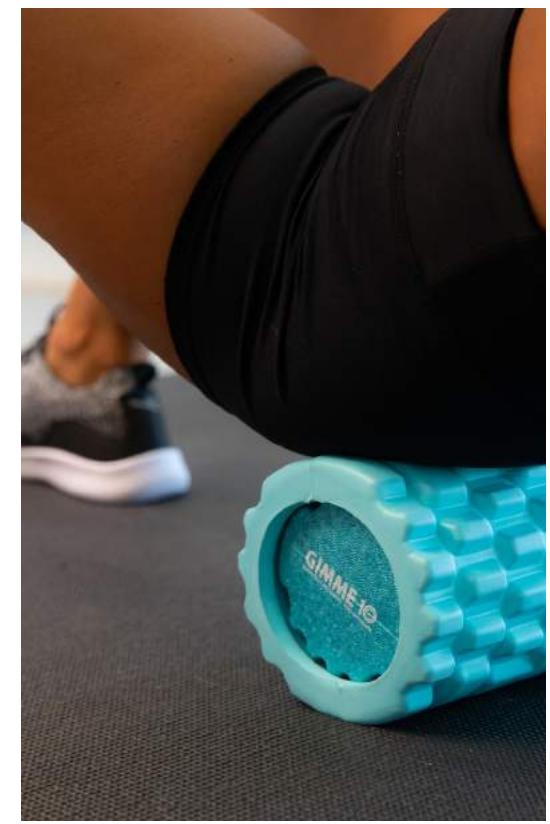
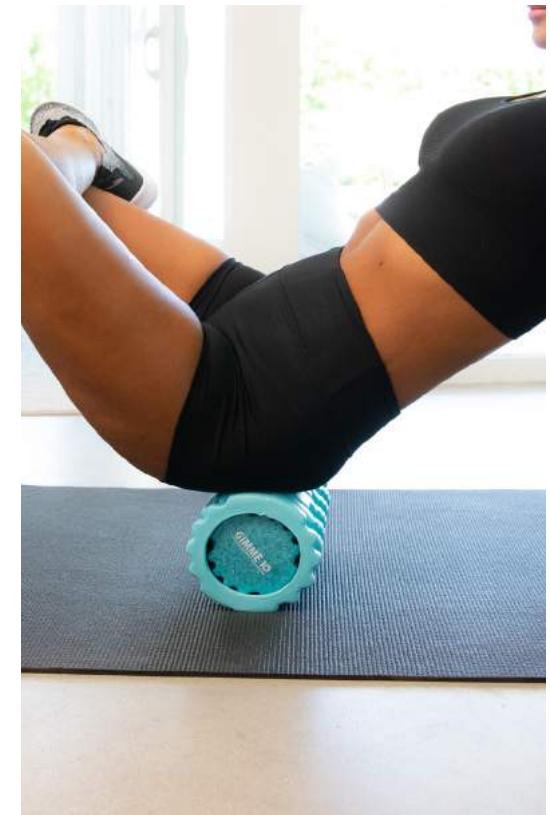
position opens up the gluteus maximus, which runs at a 45 degree angle toward your spine on the lower half of your booty. Ideally, your direction of rolling would be on that same line, from

low and outside of the leg toward higher on the body, and closer to the spine. We're going to roll about 12 inches total, going nice and slow. Each time you roll, change the angle of your body, which will change the section of your glutes that is supporting all your weight, and allowing you to work the entire muscle area.

After rolling both sides, we'll move to the next exercise, which addresses the other main muscle of the glutes, the gluteus medius, which runs up and down, behind the gluteus maximus, from the top of the legs to the top of the booty.

With your arms out to your side at a 45, like a jet plane, place the roller under the top of your booty. Bend and lift your knees like you're sitting in a chair, and rock them left and right, maintaining the same 90

degree knee bend. As the entire weight of your legs is supported by that glute, you may need to offset your body weight to lower the intensity.





Like the hamstrings, the quadriceps are an easy target for foam rolling, as they are a large, long muscle group easily identified and fairly linear.

Running from the knee to the hips, their attachment to the pelvis means that when they are short and tight, they can easily create a forward pelvic rotation responsible for lower back pain. What makes them a little trickier than the hamstrings, is that you'll roll them face down instead of sitting down. What's really cool about being upside down when you roll is that you can bend your knee while rolling, which you just can't do while sitting. Bending your knee will lengthen the muscle, increasing the amount of real estate you have to roll on. **So, to roll out your quads**, you're going to start like you're going to do a push up, with

your active leg on the roller, just above the knee. Support yourself with your passive leg, and use it to control the intensity by transferring more or

less of your weight onto the active leg. Nice and slow, roll all the way up and down the quad, looking for trigger points. If you find one, focus on it for up to 30 seconds. If you're not able to get the whole upper leg in one motion, you can focus on the top and bottom separately. When you find a trigger point, twist left and right as well as rolling front to back to really work the adhesion. An intense variant to rolling the quads, is to rotate your body to the outside so that your massage roller is hitting your IT band. The IT band is a dense collection of connective tissue that runs from the hip to the knee on the

outside of the leg. Take your time with this one, it's dense, and needs a lot of work to affect its state.



# SHOULDERS

## WHERE YOU CARRY YOUR STRESS



Sleeping at a strange angle, carrying heavy objects, and even staring down at your phone all day can contribute to stiff necks and tight, knot-ridden shoulders. While there are several muscle groups overlapping within the shoulder area, we're not going to get into the specifics, but treat the entire region of the upper back, neck, and shoulder blades that are all accessible to your massage roller. It's a large area of your body, but pretty small relative to the size of the roller. These muscles exhibit the classic "short and tight" behavior when in trauma, so our goal is to stretch them out, identify the trigger points, and work the kinks out.

Don't ever roll your spine, especially in a situation where the roller is perpendicular to your vertebrae. **Begin by laying down on your mat.** Lift your head, and place your massage roller under your shoulders, parallel to your spine, and off to one side. Cross your arms over your chest, this will stretch and



lengthen the muscles that are against your massage roller. Twist your torso left and right, slowly. This will roll your body on top of the roller. As your weight is supported by the cylinder, the roller will be penetrating your soft tissue, and working the muscle. If you encounter a trigger point, stop and allow the weight to remain on it for up to 30 seconds.

While doing this, maneuver your body 1 inch in every direction, forcing the knot to pass over the epicenter of your body weight pressure from all directions. Feel free to

adjust the angle your roller and you are interfacing at, so that the direction of the roller is perpendicular to the muscle grain in the anatomical image above. If you desire, you can repeat this technique on the front of your body, massage rolling the other side of your shoulders and your pecs. Use care when using your massage roller near your neck. Do not allow your neck's vertebrae to support your weight while using your massage roller.

# THE BACK MISUNDERSTOOD SCAPEGOAT

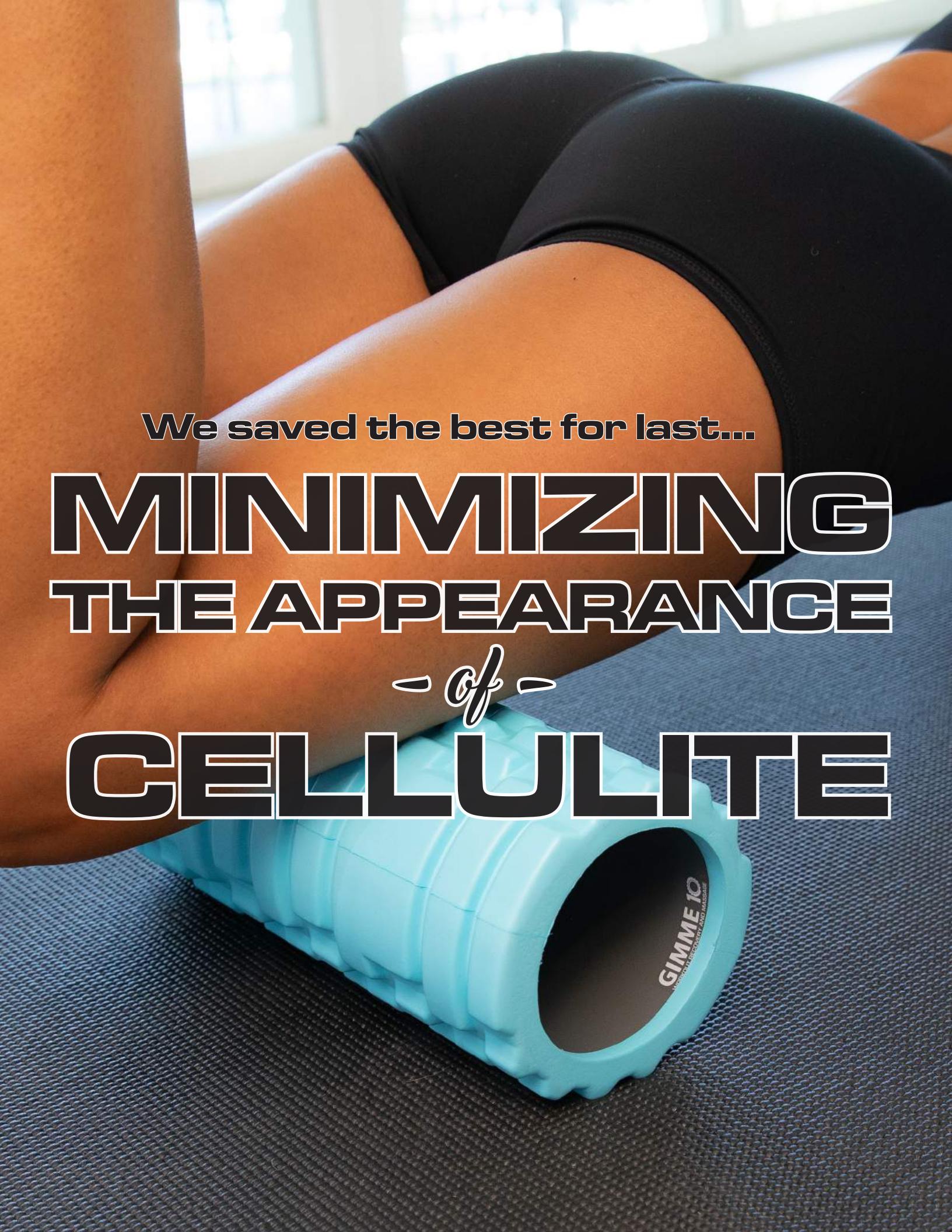
Our instincts tell us to roll our back when our backs hurt, but it's quite often not the source of your pain, but the terminus. When your body mechanics are not functioning optimally, the musculoskeletal system recruits other nearby muscles to pick up the slack. As these muscles are running overtime, they can quickly wear out, and more often than not, the nerve-laden spine is running right below a problem area. The other most common cause of back pain, especially lower back pain, is pelvic tilt. You can address the pelvic tilt associated back pain with our sections on the hamstrings, quads, glutes, and inner thigh. Anything toward the upper back and neck, please refer to the section on shoulders. In this section, we will focus on the remaining muscle group of the back, the lats. Running from your shoulder blade to your lower back, the grain is almost horizontal at the top, and about a 45 degree angle toward your tail-



bone toward the bottom of the muscles. One last thing, don't ever roll your lower back, especially not on the vertebrae themselves.

So, **to massage your lats**, begin by lying down on your mat, on one side. Place the foam roller under your armpit, and bend at the knee as needed to be comfortable in this position. This will be one end of the range of motion. Move yourself forward and backward, slowly. You don't have to get the whole muscle in one motion, you can divide the muscle into sections, and roll them separately. Finding a trigger point in this muscle can take your breath away with intensity, as this is one of the movements that is most difficult to alter the amount of body weight you're applying to the roller. So take it slow, and when you do find a trigger point, you can roll back and forth on it 1 inch in either direction, and you can also pause rolling to rotate your body an inch in either direction to work it from multiple angles. In order to roll the entire muscle, you can alter the angle you are lying down at, or alternatively, you can pause at every inch along the path, and roll completely from one side to the other.



A photograph of a person's legs and a foam roller. The person is wearing black leggings and blue jeans, and is lying on a blue textured mat. A light blue foam roller is positioned under their legs. The background shows a window with a grid pattern.

We saved the best for last...

# MINIMIZING THE APPEARANCE - of - CELLULITE

GIMME 10  
FOAM ROLLER RECOVERY AND MASSAGER

# CELLULITE

## TRULY SCULPTABLE



While dimples on your face are often thought to be cute, dimples on your other cheeks are not in such demand.

The good news is that your massage roller is well suited to the task of releasing your connective tissues. If you've ever cooked a skinless chicken breast, you may have noticed the cloudy, thin layer of tissue still attached tightly to the meat you were about to prepare. That's the fascia, and your muscles are encased in it as well.

Your connective tissue can become dehydrated, weak, or irritated. This adverse condition can allow the cellulite making a home on your legs and buttocks to be seen more clearly, rendering unattractive dimples on the surface of the skin.

Fascia can be made stronger by rehydrating it, improving your posture, increasing muscle tone, increasing blood flow and oxygen levels. If all these beneficial conditions sound familiar, it's probably because you've just read about them on nearly every page in the eBook. That's right, your massage roller

delivers all those benefits, and is the best tool for restoring and rejuvenating the body's fascia. What's more is that your massage roller is also a great tool for the practice of myofascial release, where waste toxins in the muscle tissues are freed, allowing them to reenter your blood stream, to be processed and removed by your liver and kidneys. The key concept here is that we are not erasing the cellulite from our bodies, but we are greatly improving its appearance, and creating the optimal conditions for its departure. The other important thing to consider is that there's a difference between cellulite and fat, so you don't need to be overweight to have cellulite. The more fat deposits that are present, the more noticeable cellulite dimples are. But if your goal is to get your summer body ready to be seen, you can still minimize the appearance of cellulite, even if you've

achieved your ideal weight. In practice, it can be as simple as using your massage roller for 15 minutes a day for a month. We will focus on the buttocks, the back of the legs, and inner thigh. All of the exercises use

**... your massage roller is also a great tool for the practice of myofascial release, where waste toxins in the muscle tissue are freed...**

direct pressure, and your own body weight against the foam roller. The more directly you apply your weight to the roller, the more intense the movements will be. Remember, just like a massage, using your massage roller will release stored toxins into your blood stream. Please drink plenty of water so you flush these toxins from your system quickly, otherwise you may experience an unpleasant feeling and nausea.

For treatment of cellulite on the inner thighs, back of the legs, or lower leg, please see our pages on the inner thighs, hamstrings, and calves. The only difference is that when performing those exercises, you won't be looking for trigger points, you will be solely focused on rolling each

## Following the grain of the muscles will have the maximum effect on the muscle tissue, and the fascia affecting your cellulite as well.

area fully and slowly, to improve the fascia. In this extra session, we will focus on the back of the arms, the tummy, and most importantly the booty.

**To roll your triceps**, lay down on your mat, on your side. Place your massage roller under the back of your active arm (closest to the mat) by your elbow, and support yourself with your passive arm. Stretch and extend your torso to push your body farther over your massage roller, the roller rolling toward your arm pit. With your arm straight, the muscle is shortest and tight, with your elbow bent, the muscle relaxes and elongates. As it does so, it will also tighten the skin and provide a better surface to roll on, especially for addressing cellulite.

Never roll your **tummy** by lying on the roller, it's too much pressure for your internal organs. While standing, place one hand inside each end of the hollow core. Gently roll back and forth from the rib cage, down to your pelvis. Rotate the roller 45 degrees, and roll toward your groin, stopping in the crease formed between your leg and your

torso.

Finally, we will use our roller to roll our fascia around the **booty**. The muscles we will work are collectively called the glutes. To roll these areas, start by sitting on your massage roller. With your palms flat, fingers outward, cross your

active leg over your passive one, placing your ankle on your knee. Your passive foot is on the floor, providing stability, and allowing you

to roll back and forth over the active glute. This position opens up the gluteus maximus, which runs at a 45 degree angle toward your spine on the lower half of your booty. Ideally, your direction of rolling would be on that same line, from lower and the outside of the leg toward higher on the body, and closer to the spine. Following the grain of the muscles will have the maximum effect on the muscle tissue, and the fascia affecting your cellulite as well. After rolling both sides, we'll move to the next exercise, which addresses the other main muscle of the glutes, the gluteus medius, which runs up and down, behind the gluteus maximus, from the top of the legs to the top of the booty. With your arms out to your side at a 45, like a jet plane, place the roller under the top of your booty. Bend and lift your knees like you're in a chair, and rock them left and right, maintaining the same 90 degree knee bend. As the weight of your legs is supported by that glute, you will feel the pressure in your nerves, which can be quite intense. Repeat this for a few minutes.



Danke Schön  
Merci Beaucoup  
**THANK YOU**  
Molte Grazie  
Muchas Gracias

As a small company, your support means the world to us, we'd like to **THANK YOU** for your business. We truly hope you love the product you just purchased, and that it brings you happiness for years to come. Drop us a line, and let us know your feedback and experience at [hello@gimme10fitness.com](mailto:hello@gimme10fitness.com). We'd love to hear from you. Also, that's a great place to reach us for questions about your product, or any customer service issues that may crop up over time.

Thank you also for reading this far into our eBook, hope you learned something new, and enjoyed yourself in the process. Writing,

producing, and filming all the components that go into an eBook come with an astounding investment in resources, time, and money. Especially on the internet, so many other roller companies are just mailing a piece of foam with a barcode on it, leaving their customers to guess, or search the web for solutions - but that's just not how we roll. Online advertising is ridiculously expensive , so anything you can do to help us with word-of-mouth referrals, social media posts, or unbiased product reviews, would help us to gain visibility, and make our mark on the industry.

# GIMME 10™

WORKOUT RECOVERY AND MASSAGE



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