

A full-page photograph of a man in his late 20s or early 30s, smiling and running on a red brick path. He is wearing a grey Phiten vest over a white t-shirt, patterned shorts, black leggings with white geometric patterns, and blue and green running shoes. The background shows a grassy area and trees under a bright sky.

# PHITEN SELF BODY CARE GUIDE BOOK



## Performing maintenance of the body after sport with self-body care.

Even an excellent precision machine can malfunction without periodic maintenance and this concept can also be applied to our body. Neglecting the maintenance work after sport may cause the accumulation of fatigue and lead to injury.

There are a variety of body care programs. Self-body care is a program that includes stretching, taping and massage, all of which can be carried out by yourself. Self-body care offers you 4 advantages:

- 1 Self-Conditioning**  
It enables you to understand your body's condition
- 2 Self-Arrangement**  
It enables you to adjust the level of effort
- 3 Self-Style**  
It enables you to perform it at any location
- 4 Self-Motivation**  
It enables you to maintain or improve self-motivation





## Making self-body care more effective with self-body check.

The most important factor for self-body care is to precisely grasp the area of the body where care is needed. Care is not required for a muscle that is already relaxed by stretching. The most effective self-body care is achieved by understanding in advance the area where care is necessary, via self-body check.

The same could also be said for improvement of physical activity, that technique can be improved effectively by performing training based on a good understanding of the needs of your body.

For those who have not up until now performed body care, how about starting to maintain your body by taking up self-body care in everyday life, using this self-body care guidebook as a reference? We would like to support you in being free from injury and enjoying improvement in performance.

### CONTENTS

- 03 | SELF CHECK
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Is your body fine-tuned?

Let's find a body area where care is necessary

# SIMPLE SELF-BODY CHECK METHODS

CHECK-

7

The following 7 self-body check points are the stress-prone areas. Practice self-body care at the area where you have difficulties performing the check methods.

CHECK-1

ANKLE

## Check if the hips touch on heels

Put your legs together, put hands on knees, and slowly squat down. Good if the hips touch on heels.

GOOD

Heels touch on the ground



BAD

Stiff muscles at ankle region cause the body to fall backward



If BAD

P5

Stretching

Ankle + Taping Care

P11

Massaging

Calf

CHECK-2

BACK of THIGH

## Check if you can touch toes

Bend forward with legs straight. Good if fingertips touch the toes.

GOOD

Do not bend knees



BAD

Stiff muscles at back of thigh makes bending difficult



If BAD

P6

Stretching

Back of thigh + Taping Care

P12

Massaging

Back of Thigh

CHECK-3

HIP

## Check if you can open leg with the knee in a horizontal position.

Cross your ankle on the knee. Good if the leg opens with the knee in a horizontal position.

GOOD

The knee is at a horizontal position



BAD

Stiff muscles at hip area means the knee is positioned higher



If BAD

P6

Stretching

Hip + Taping Care



**CHECK-4**  
**CHEST**

**Check if arms can be raised higher than 45°**

Interlock your hands behind the body with arms stretched out.  
Good if arms are raised higher than 45°

**GOOD**

Arms are higher than 45°



**BAD**

Stiff muscles in the chest area prevent the move and causes the body to bend forward



If BAD

**P6**

Stretching

Chest + Taping Care

**CHECK-5**  
**Standing on ONE LEG**

**Check if balance is kept without pivoting foot**

Raise one leg with the knee bent to 90° and slightly spreading both arms.  
Good if balance is kept for longer than 10 seconds.

**GOOD**

Able to stand on one leg



**BAD**

Unstable ankle causes loss of balance



If BAD

**P7-8**

Taping

Disc Tapes + Figure-Eight

**CHECK-6**  
**ONE-LEG SQUAT**

**Check if you can squat down straight**

Cross your arms in front of the body and spread legs to the front and rear direction.  
Lower your hip as far as knee height.

**GOOD**

Able to squat down to knee height



**BAD**

Unstable knee causes loss of balance



If BAD

**P7-9**

Taping

Disc Tapes + Spiral Taping

**CHECK-7**  
**MUSCLE STIFFNESS**

**Checking if muscles maintain flexibility**

Sit on a chair and hang loose, then check muscles at the thigh and calf.

**[CALF]**

Gently massage to check for tightness (stiffness) and fatigue



**[THIGH]**

Gently massage to check for tightness (stiffness) and fatigue



If fatigue remains

**P10~12**

Massaging

Thigh + Calf

# STRETCHING

## Achieving flexible muscles

The basic of self-body care is stretching.

Regaining flexibility in tight muscles by slowly stretching muscles helps recovery from fatigue and prevention of injury.

Let's acquire the habit of stretching before and after exercise.

### Benefit of Stretching

#### 1 Muscles become more flexible

Fatigue-accumulated muscles become tight and shorter in length. Flexibility can be improved by slowly stretching these muscles.

#### 2 Increasing joint range of motion

The more flexible the muscles, the greater the range of motion that is achieved. The condition realizes greater variation in movement.

#### 3 Promoting blood circulation

Flexible muscles can promote better blood flow and helps speed the elimination of fatigue substances within the area of the body.

#### 4 Preventing injury

Tight and inflexible muscles can cause inflammation by excessively pulling where the bones and muscles attach. Maintaining proper flexibility lowers the chance of injury.

#### 5 Relaxation effect

Body tension can be alleviated by stretching tight muscles, which can relax the whole body.

### Tips for Stretching

#### Perform stretching when your body has warmed up

Low body temperature causes reduced muscle function. Excessive stretching may result in injury.

#### Perform stretching with comfortable force

Muscle flexibility varies among individuals. Do not strive for the ultimate form from the beginning and adjust your force to where you feel comfortable when stretching.

#### Relax and don't stop breathing

Stopping breathing during stretching makes the body tense and muscles do not stretch well. Perform stretching in a relaxed mood and with regular breathing.

#### Stop when pain is felt

Stop stretching any area under treatment for a sprain, pulled muscle or fracture, otherwise a worsening of the symptoms may result.

( Perform 3 sets for both sides per a day with 15 seconds per a set )

## ANKLE

### Stretching fatigue-prone area of the ankle.

Ankle depth A



Spread your legs forward and back, bend the knee of front leg, and place a hand onto the knee. Slowly bend down the knee of leg.

Ankle depth B



Crouch down with the left knee raised and press the knee down towards the floor with both hands.

#### + TAPING CARE



Apply one disc on a lower part of the calf muscle (1), Two discs, one on each side of the Achilles tendon. (2)



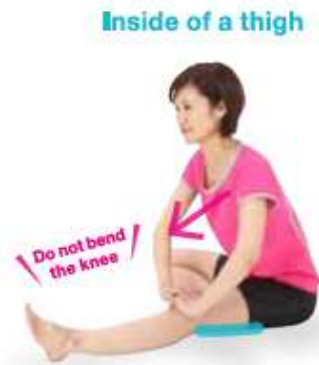
## Back of the thigh

## Stretching back of thigh that can be the cause of bad posture.



Back of a thigh

Take a step forward, push the hip while keeping the back straight upright, and lean the upper body forward.



Inside of a thigh

Stretch out one leg and move the other leg to inside the thigh. Lean the upper body forward while keeping the back straight and upright.

## + TAPING CARE



Apply one disc tape on the bumps of each of the two tendons at back and upper part of knee. (1) Apply one disc tape over the protrusion of lower part of hip, which can be found by pressing the area. (2) Apply one disc tape at the centre point between 1 and 2. (3)

## Hip

## Stretching the hip that controls leg movement.



Hip A

Cross your legs, open your knees as wide as possible, then bend the upper body forward.



Hip B

Cross your ankle on the knee. Move your chest toward leg while throwing out your chest.

## + TAPING CARE



Apply one disc tape just under pelvis (1) and another one just inside of sacrum. (2) In addition, apply one disc tape at the center point of hip so as to make a triangle. (3)

## Front part of the chest

## Stretching muscles at the area that has influence on round shoulders and shoulder movements.



Chest

Rest your elbow on a wall and take one step forward. Stretch the area by twisting the body to the opposite direction.



Upper Arm

Press the back of hand on a wall with the thumb pointing downward. Stretch the area by twisting a body to the opposite direction.

## + TAPING CARE



Apply one disc each under collarbone (1), arm joint (2) and the center of biceps. (3)

# TAPING

## Stabilizing joints

Disc tape is recommended for light care on troubled joint while roll tape firmly supports and fixes the joint by preventing excessive movement of joint. Prevent a problem by applying tape before exercise.

Taping goods offered by Phiten



▶ Go to page 13 for detail

## Benefit of Taping

### 1 Preventing body strains

Taping can prevent body strains by supporting joints and muscles that continuously receive stress during exercise.

### 2 Preventing re-occurrence of body trouble

Where there is a concern of reoccurrence of a strain to an area of the body that has previously been strained. Reinforcing the area with taping can help to prevent the reoccurrence.

### 3 Sense of reassurance

Sometimes one is worried about straining the body during exercise. Taping can help to overcome this fear.

## Tips for Taping

### Apply the tape on clean and dry skin

It is important that the tape sticks well on the skin to avoid the tape peeling off during exercise. It is recommended to wipe sweat and dirt off the skin and shave excessive body hair before application.

### Replacing the tape

Use new tape when exercising to avoid skin irritation and tape dropping off.

### Check the skin status before application

Although skin rash resistant adhesive is used, a rash may still occur. If this is a concern, consult with a medical professional before usage.

Easy-application disc tapes

## The pinpoint care for concerned ankle or knee



Front of ankle



The centre of the bottom of leg, on the hollow.

Inner ankle



Right behind the inner malleolus. A portion of the tape still covers malleolus.

Outer ankle



Right behind the outer malleolus. A portion of the tape still covers malleolus.



Front of knee



Apply disc tapes, one on each side of upper knee cap. (1)  
Apply another disc tape on the center point at front of thigh. (2)

Back of knee



Apply each disc tape on both sides of back of the knee. (1)  
Apply another disc tape on the upper area of calf. (2)



**ANKLE**  
Roll Tape

Preventing ankle rolling outwards

**Figure-Eight**

Appropriate taping method for those with instability on outside of the ankle.  
It limits excessive movement and stabilizes the ankle.



**Pre-check**

Wrap the tape with slight tension so as to limit the joint range. Make sure to pass the tape over the two specified points.

**Check two indication points**



**A.** The centre point on the base of the ankle, where an indentation on the bone is found.

**B.** The centre point on the outer side of foot, where a projection on the bone is found.

**Measure the tape length**



Wrap the tape, with backing paper on, to measure the required length.  
[Guide] Men: 9 lines  
Women: 8 lines



TAPING

Put the sole of foot onto the centre of tape so as to pass through point "B".  
Keep the angle of the ankle at 90° while wrapping the tape.



Continue wrapping the tape over point "A" while pulling up the sole of foot. Make sure to wrap it from instep.



Pass the tape over both points while pulling up point "B".



**KNEE**  
Roll Tape

Supporting extension and flexion of the knee while preventing the knee from twisting.

# Spiral-Shape

Appropriate taping method for instability of the knee. It prevents the knee from twisting and supports the knee for smooth extension and flexion.



**Pre-check**

Wrap the tape, with slight tension, so as to limit the joint range of motion. Make sure to pass the tape over point "A".

**Slightly bend the knee**



Keep knee at 60 angle during taping. The more extended the knee, the greater the fixing strength that can be added.

**Check the indication point**



Wrap the tape to make it go over the protruding bone under the knee cap.

**Measure the tape length**



Wrap the tape, with backing paper still on, to measure the required length.  
[Guide] Men: 9 lines  
Women: 8 lines



Start wrapping from the inner side of lower knee, then going above point "A".



Lead the tape, crossing over the back of knee then to the outer side of upper knee.



Lead the another side of tape from inner side of the lower knee, then cross it over point "A".



Lead the tape, crossing over the back of knee then to the inner side of upper knee.





# MASSAGING

## Effective recovery from fatigue

Promoting blood circulation and activating metabolism by rubbing or providing compression on the skin, leading to the promotion of nerve or muscle functions.

Appropriate for warming-up or cooling down before / after sport.



▶ Go to page 14 for detail

## Benefit of Massaging

### 1 Promoting blood flow

Improving metabolism and eliminating fatigue substances by promoting blood circulation in skin and muscles, leading to recovery from fatigue.

### 2 Warming-Up

Re-activating weakened muscle and nerve functions. Effective before exercise.

### 3 Cooling-down

Calming down excessive body functions such as a muscle spasms during a game and the result of excessive stress.

### 4 Reflex Action

Regulating body function by massaging a distant location from a fatigued area (i.e. massaging back area when stomach aches)

### 5 Recovering Action

Alleviating stiff muscles and tendons to eliminate morbid leachate (i.e. lactic acid). Carried out when pain and swelling are going down after a sprain.

## Tips for Massaging

### Massage from remote parts of body toward the heart

Massage is more effective for recovery from fatigue by having a view to promote blood circulation from the remote parts of body toward the heart.

### Massage after warming up the body

Warming up the body by bathing or showering before massage promotes blood circulation and more effective recovery from fatigue can be expected.

### Massage gently and lightly

Do not use as strong pressure such as Shiatsu. Massage the area by rubbing the skin with gentle and light pressure.

### Massage directly on the skin

Directly massaging bare skin with massage cream or gel makes the hand movement smoother and relaxing muscle tension easier.

## 4 points on a hand used for massaging

Changing the area of hand, depending on the size of muscle or area of the body, makes massaging more effective.

### A Thumb

For a pinpoint massage with push or massaging movement.

### B Base of hand

For rubbing or massaging large area.

### C Thumb+ Index finger

For massaging large muscles.

### D 4 fingers

For gently shaking and rubbing the area of the body.



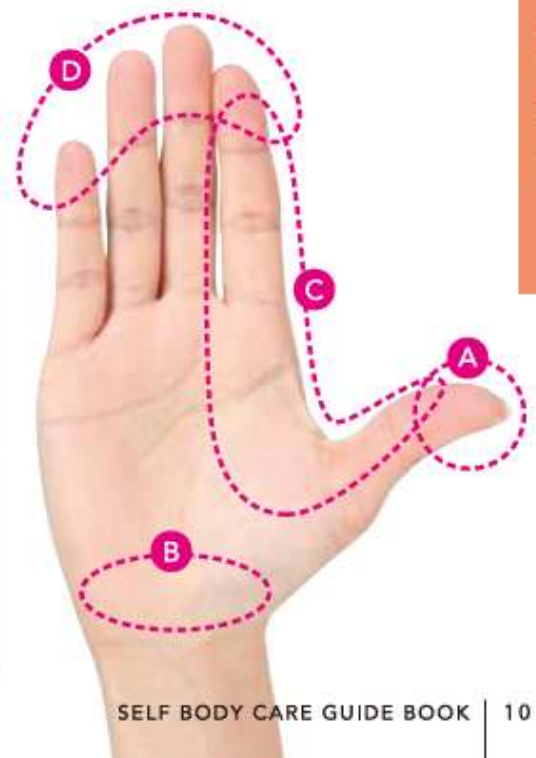
OK

Massaging with sides of fingers



NG

Do not grasp the area with fingertips!



**Front of the thigh**

**Relax "shin" area, which is fatigue-prone due to long hours walking or running.**



Rubbing the muscle at outer side of shin bone, from ankle to the bottom of the knee, with circular movement.  
Do the same for the area a little further outside.



Press the muscle at outer side of shin bone, from the ankle to the bottom of the knee, with the balls of both thumbs.  
Take 2 seconds respectively for each press and release.  
Do the same for the area a little further outside.

**Calf**

**Relax "calf". Accumulation of fatigue at the area causes a slowing down in recovery from fatigue in the whole body.**



Use the thumb to gently massage just the side of the bone at inside of the calf.



Use thumb and index finger to massage the calf from the heel to the back of knee in one direction.



Wrap muscle of the calf with the palm of the hand and shake the area in a rapid motion.

**Massage so as to hold the area with thumb and index finger.**

Massaging with sides of fingers      Do not grasp the area with fingertips!



## Knee cap

Relax the area around the knee cap, which continuously receives stress from a variety of body movements, including standing and sitting.



Carefully relax above and below the knee cap with the side of thumb.



Carefully relax both sides of the knee cap with the side of thumb.

## Front region of the thigh

Relax the front region of thigh, where receives stresses when making a dash or a turn.



Use the root of hand to massage outer side of the thigh from the knee to the bottom of the leg with a circular movement.



Use the root of hand to massage inner side of the thigh from the knee to the bottom of the leg with a circular movement.

Furthermore, do the same for inner side of the thigh!

## Back side of the thigh

Relax the "back side of the thigh", where muscles for hip and knee joints are concentrated.



Use 4 fingers to massage both sides of the back of the thigh from the knee to the root of the leg while giving a shake.



Massage inner side of thigh, from the knee to the root of the leg, so as to hold the area with thumb and index finger.

# Self-body care items from Phiten

Phiten supports self-body care of everyone, from top athletes to those enjoying sports for health benefits, with body care items added with it's unique technology.

For taping

Stick it on to care for the body

## Disc tapes

### Just stick one on the area of concern

Easy-application body care tape for pinpoint care.

**PHITEN POWER TAPE (Disc type)**  
●Contents/70discs (10discs x 7sheets)



### Applied with "AQUA TITAN X30" High-strength type

High-strength type body care tape permeated with AQUA TITAN in 30 times greater than standard concentration.

**PHITEN POWER TAPE X30 (Disc type)**  
●Contents/50discs (10discs x 5sheets)  
●Technology/AQUA TITAN X30, MICROTITAN BALL



### "Pasting-type METAX" to provide intensive pin-point care.



**PHITEN METAX TAPE**  
●Contents/50discs (10discs x 5sheets)  
●Technology/AQUA TITAN, AQUA PALLADIUM



## Roll tapes

### Stick it around joints or along the muscle.

Roll-type body care tape used on around the joint or along the muscle.

**PHITEN TITANIUM TAPE (Roll type)**  
●Size/3.8cm (W) x 4.5m  
5.0cm (W) x 4.5m  
●Technology/AQUA TITAN



### Applied with "AQUA TITAN X30" High-strength type

High-strength type body care roll tape permeated with AQUA TITAN in 30 times higher than standard concentration.

**PHITEN TITANIUM TAPE X30 (Roll type)**  
●Size/5.0cm (W) x 4.5m  
●Technology/AQUA TITAN X30



### Applying "AQUA TITAN X100", the highest-peak relaxation technology.



**PHITEN TITANIUM TAPE X100 (Roll type)**  
●Size/5.0cm (W) x 4.5m  
●Technology/AQUA TITAN X100





For massage

Apply it to care for the body

### Phiten's premium body care product

Recommended for intensive massage care after hard exercise or work.



#### PHITEN METAX CREAM

- Contents / 65g, 250g
- Technology / AQUA GOLD, AQUA PALLADIUM

Less-sticky type product that can be applied on every part of body. Recommended for every body care.



#### PHITEN METAX LOTION

- Contents / 120ml, 480ml, 1000ml (Refill)
- Technology / AQUA GOLD, AQUA PALLADIUM

### For warming up the body before sport

Applying it before active movement

Quickly leading to the best condition by massaging and relaxing muscles.



#### PHITEN WARMING UP GEL

- Contents / 110g
- Technology / AQUA GOLD



### For cooling down after sport

Applying it after active movement

Cooling down fatigued muscles by massaging. Also, cooling sensation relieves your body.



#### PHITEN RELAX GEL

- Contents / 110g
- Technology / AQUA GOLD



## Sports Socks

### Change your run, Care for your run

Socks specially designed for running that supports foot care and performance.



Specially designed for running



#### PHITEN SOCKS (SOCKING)

- Size / 22cm-24cm, 25-27cm
- Color / Check for variation
- Technology / AQUA TITAN X10

### For making your sport activities more comfortable.



#### PHITEN SPORT SOCKS (2pairs)

- ANKLE**  
● Size / 22-24cm, 25-27cm, 28-29cm
- SEMI LONG**  
● Size / 22-24cm, 25-27cm, 28-29cm
- LONG**  
● Size / 22-24cm, 25-27cm
- Color / Black, White
- Technology / AQUA TITAN

### Consciousness of the body trunk changes your run

By lightly put it on around the waist it supports proper body posture and allows you to become conscious of the body trunk. The item for the ideal body with less stress.



#### PHITEN SPORT BELT

- Size / 85cm, 95cm (only for black)
- Color / Check for variation
- Technology / AQUA TITAN, MICROTITAN BALL



### Introducing a demonstration on body trunk



### Simply putting it on changes your footsteps!



Um? It feels heavier than awhile ago!