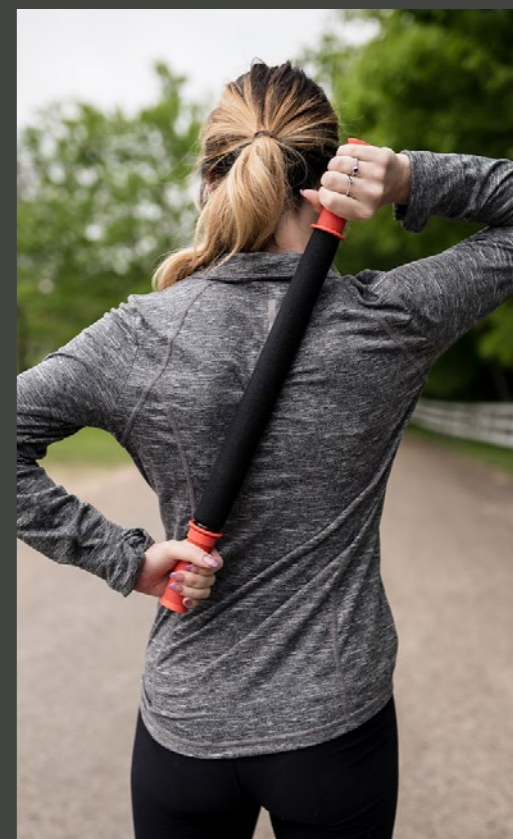


TIGERTAIL®



Brand & Product Training

Happy Muscles First™



Brand & Product Training

Tiger Tail USA founder, Spring Faussett, started learning the importance of muscle care while playing Division I soccer at Washington State University. Her combined experience as athlete with PT recovery care for a torn ACL gave her the foresight to start the company back in 2006, when people were using “swimming noodles” as their foam rollers. Tidbits:

- Pioneer in muscle care since 2006
- Privately held, woman-owned company
- Launched Tiger Tail with \$250 and materials
- Attended 350 tradeshow (and counting)
- 85% of products sold Made in USA
- IP Library: 11 utility and design patents, and counting
- Created first hand-held foam roller
- “Happy Muscles” marketing theme

Check out Tiger Tail Brand Story on Vimeo



Trusted by Million-Dollar Muscles®

Even with all of the major league sports teams using Tiger Tail, our favorite 2019 “million dollar muscle” guy is the man who sang “Grandma got run over by a reindeer,” Elmo Shropshire! (Age 83!)



Russell Wilson – Seattle Seahawks (NFL)



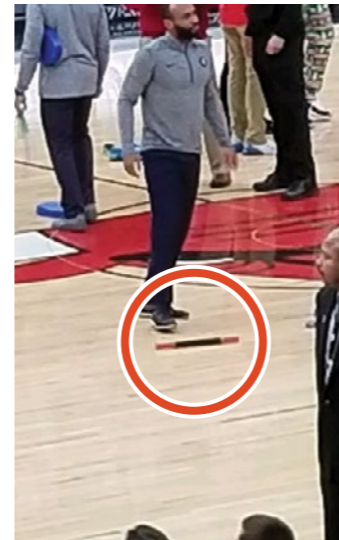
Michael Phelps – Olympic Swimmer Gold Medalist



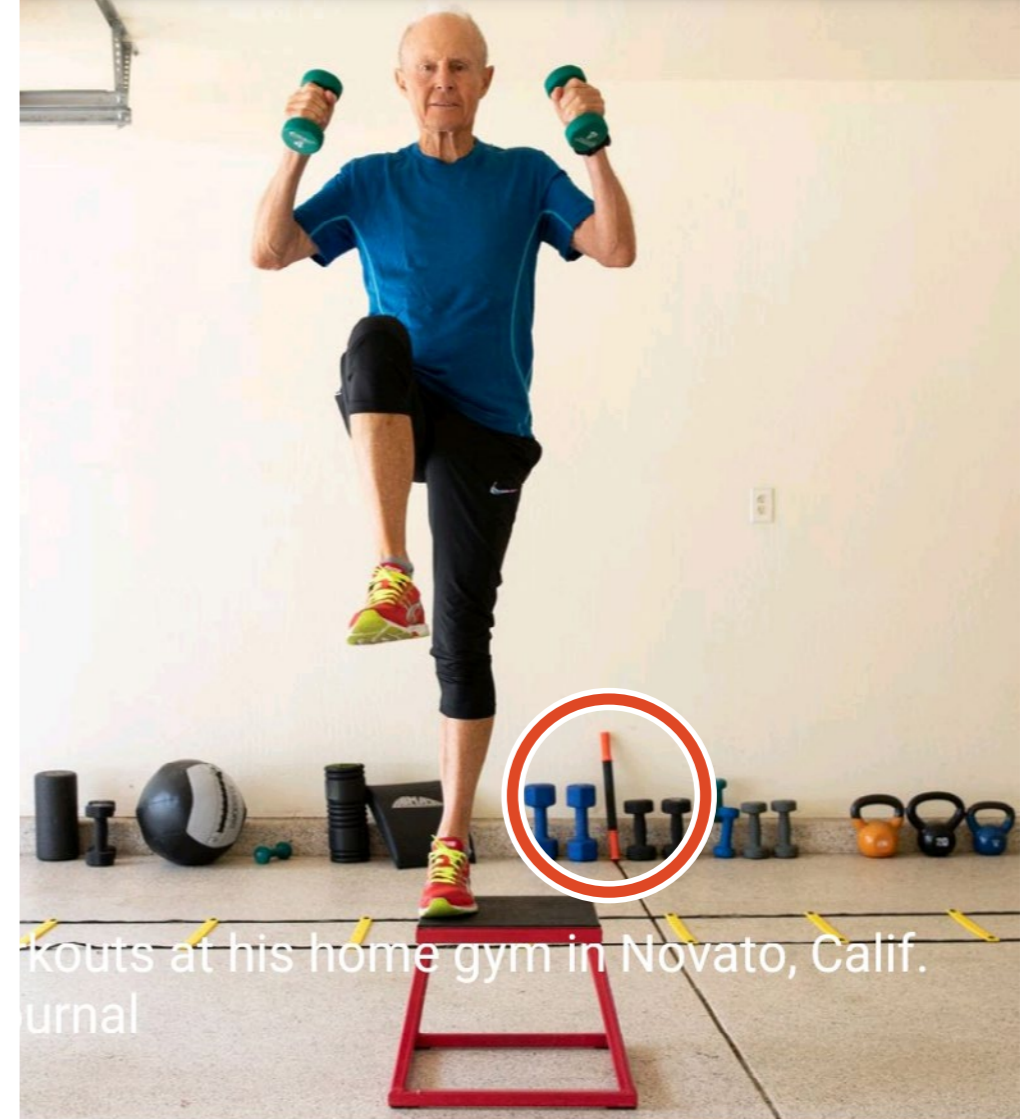
New York Yankees (MLB)



Derrick Rose – Chicago Bulls (NBA)



Chicago Bulls (NBA)



Elmo Shropshire at his home gym in Novato, Calif.
Journal

Elmo Shropshire - Grandma Got Run Over by a Reindeer (2000 film)



Houston Astros (MLB)



New York Yankees (MLB)



Denver Broncos (NFL)

What Makes Tiger Tail Products Different?

- Cohesive collection of muscle care tools
- High-quality 5-star reviews
- #1 selling item Made in USA!
- Patented technology: exclusive Tiger Tail Gription®
- Commercial grade quality at consumer-friendly price
- Huge PT direct “by name” referral base – 1000s of in person PT demos
- Education. We teach WHY – not just how: Happy Muscles Book authored by founder
- Eye-catching packaging with authority-commanding colors
- Minimal returns

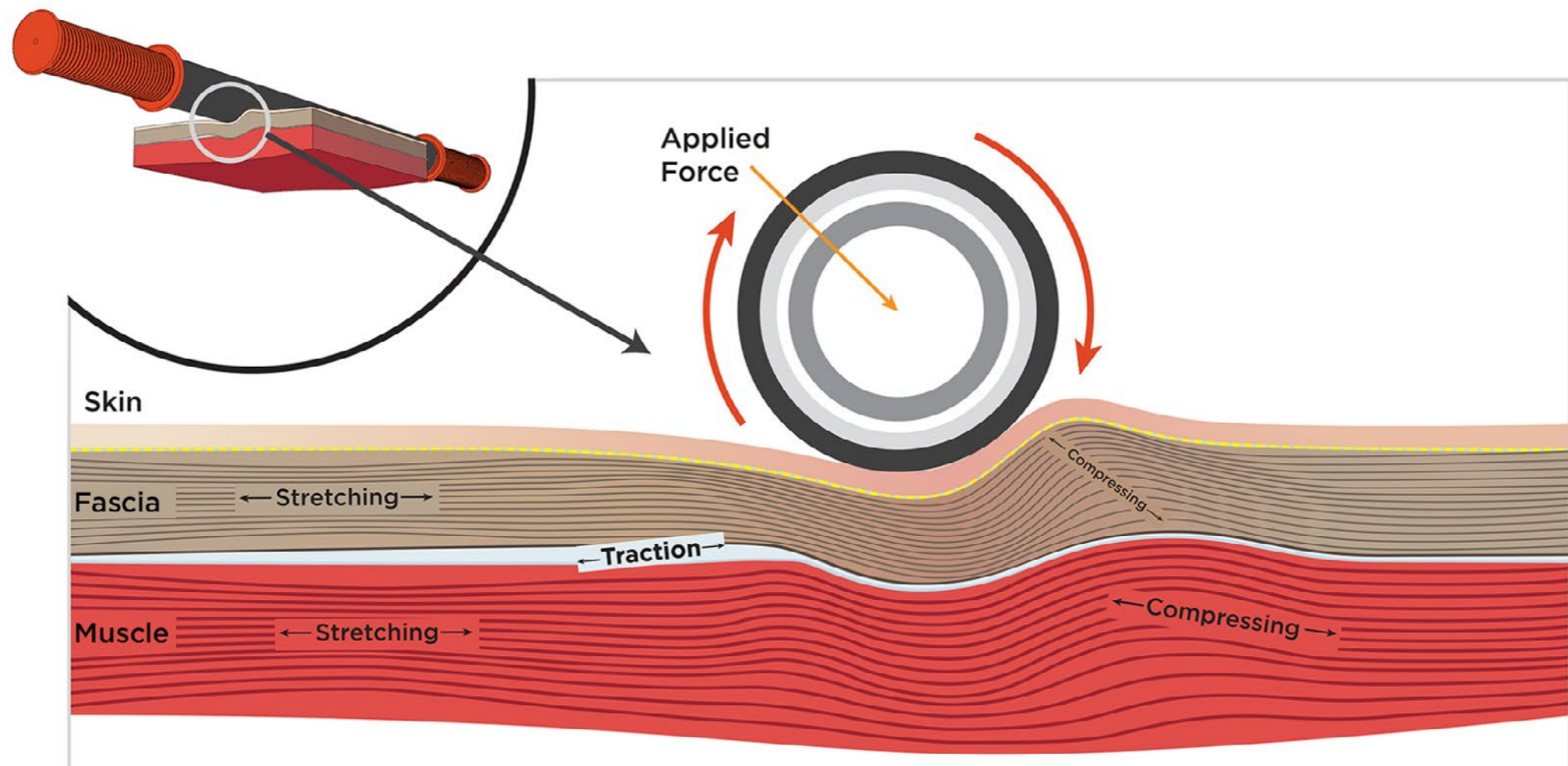
Most popular retail products

MSRP	Product
\$34.95	18” Tiger Tail Hand-Held
\$24.95	Tiger Ball 2.6 Massage-on-a-Rope
\$24.95	Tiger Ball 5.0 Foam Roller Ball (with rope in Fall 2020)
\$24.95	Tiger Tail 18” Basic Foam Roller
\$19.95	Tiger Tail Stretchy Strap 72”
\$14.95	Tiger Ball 1.7 Massage-on-a-Rope
\$14.95	Knotty Tiger Jr. Massage Roller Ball (6-pack option)
\$24.95	Happy Muscles Book



Product Features

- **Exclusive Gription® patented technology.** Every single product enables the creation of traction on the muscle and fascia. Our tools work with the body to create traction on the muscle and fascia because they grip and build friction between the tissue layers.
- **Smooth.** All Tiger Tail products have even and smooth surfaces which means even pressure is always applied – the “secret sauce” of really great massage therapists. No beads, bumps or grooves. Our tools do not pinch skin, pull out hair or cause unnecessary “hurt.”
- **Easiest to clean:** because our surfaces are smooth, simply clean with antibacterial gel or wipes.
- **Firm product designs:** our myofascial release products do not bend; firm and balanced pressure is always easy to apply.
- **Made in USA.** 85% of product sales are from Made in USA products!
- **Education.** We teach WHY – not just how: Happy Muscles Book authored by founder



Muscle Knots — What Are They?

IMPORTANT: This section contains powerful knowledge that can really help 100% of the people walking into your stores!

Travell and Simons, the pioneers of trigger point research, define a trigger point (muscle knot) as a hyper irritable spot in the muscle. A muscle knot can be the size of a pin head, small pea, or macaroni noodle – even a small pickle. Muscle knots can typically be felt, and are typically located, in the belly of the muscle. The muscle will feel tender when the knot is touched or palpated.

According to Travell and Simons research, it is believed that 75-85% of all pain is caused by muscle pain.

<https://www.tigertailusa.com/muscle-education/>

Find your muscle knots:

(Click the links below to open on new window)

- [Muscle Education – From Head to Toe:](#)
- [Muscle Knots in Head & Neck](#)
- [Muscle Knots in Shoulder](#)
- [Muscle Knots in Lower Back](#)
- [Muscle Knots in Arm & Hand](#)
- [Muscle Knots in Quadriceps](#)
- [Muscle Knots in Hamstring](#)
- [Muscle Knots in Side of Leg/ IT Band](#)
- [Muscle Knots in Knee](#)
- [Muscle Knots in Calf](#)
- [Muscle Knots in Foot](#)
- [How to Roll Your Muscles](#)

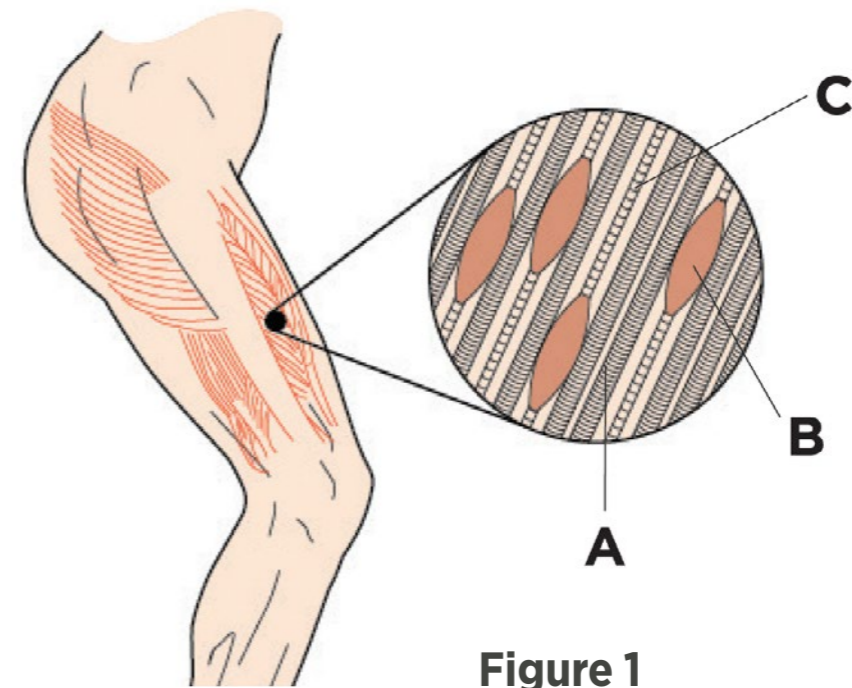


Figure 1

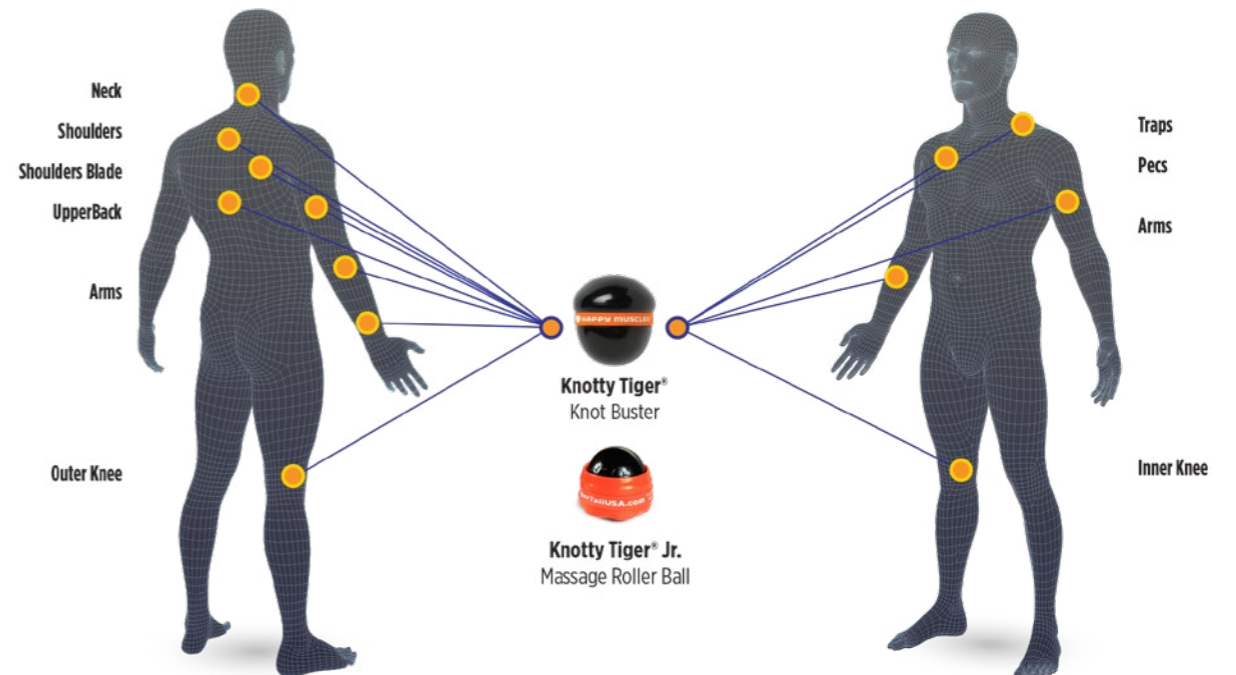
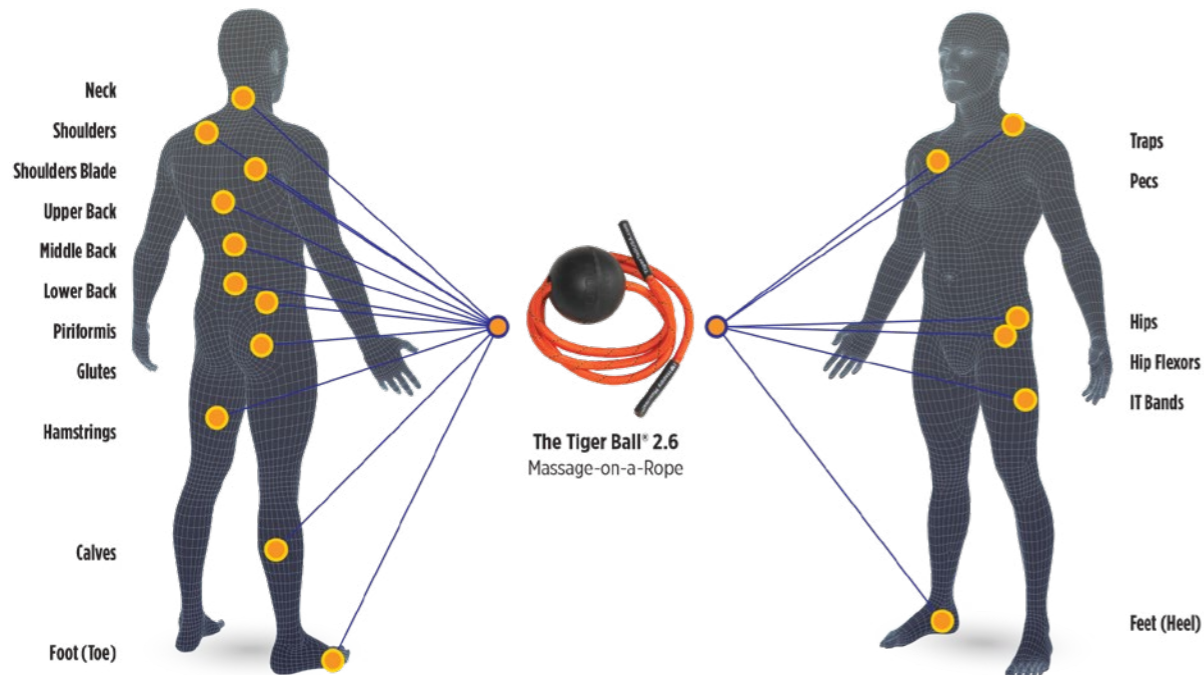
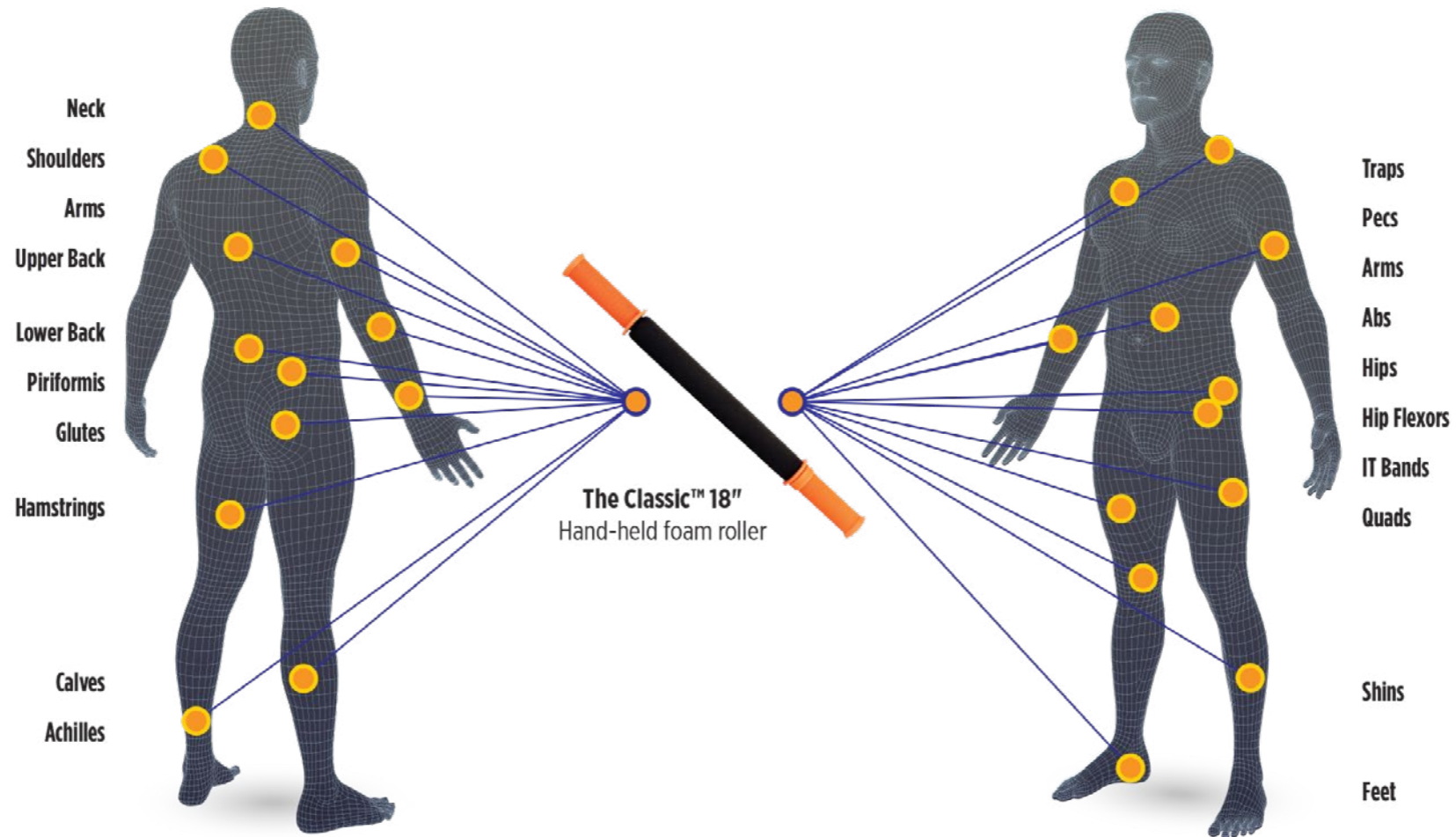
Figure 1 represents several muscle knots within several muscle fibers.

Letter A represents a muscle fiber in its relaxed state. It is not working (neither contracting nor stretching).

Letter B illustrates a knot in the muscle fiber where many micro sarcomeres have contracted into a muscle knot. It is this muscle knot that feels pretty darn painful when massaged, that many refer as a “good pain”.

Letter C illustrates the part of the muscle that extends from the knot to where your muscle attaches on the body (like on a bone). When the muscle is stretched like this, the muscle fibers lengthen unnaturally and ultimately cause pain to seemingly uninvolved areas of the body (referred pain).

Tools You Can Use



Tools You Can Use



TIGER TAIL HANDHELD FOAM ROLLER



Calves



Hamstrings



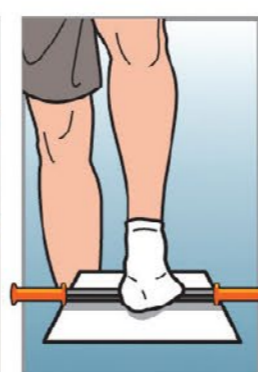
Quads



Glutes



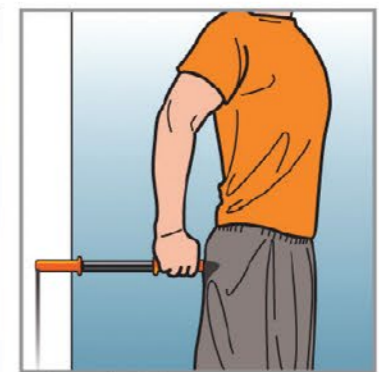
IT Bands



Feet



Forearm (back)



Glutes/Piriformis



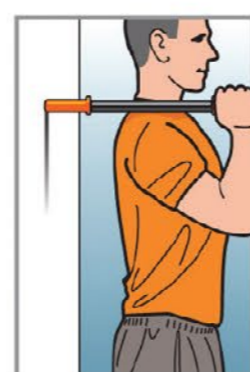
Lower Back



Upper Back



Neck



Shoulder (solo)



Shoulder (buddy)



Thumb Tool



Bicep



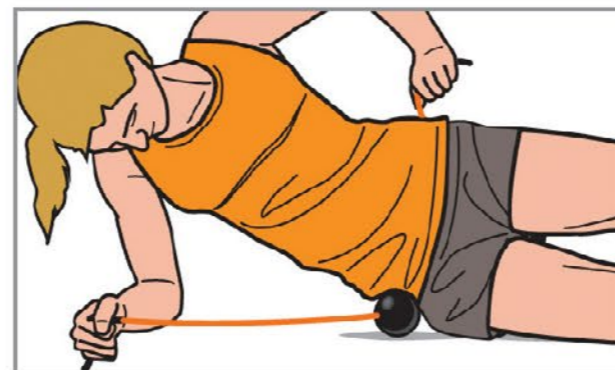
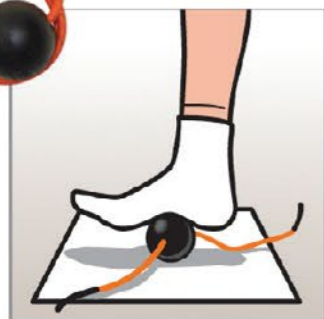
Tricep



Forearm (front)



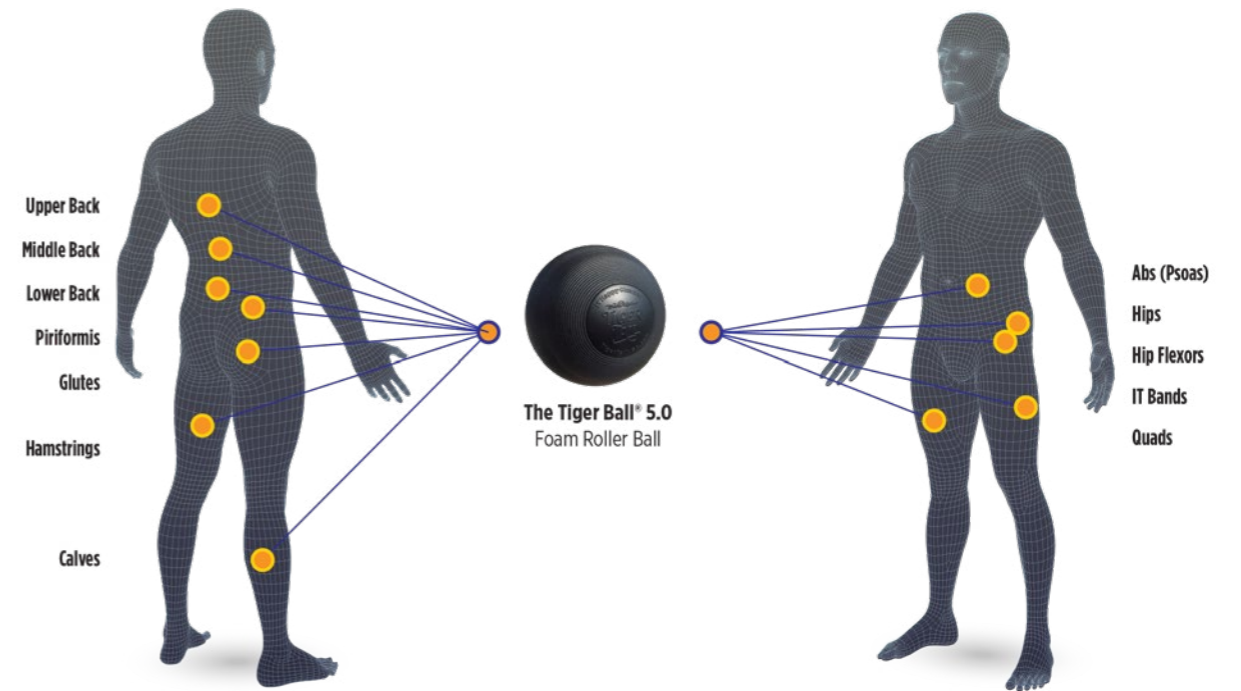
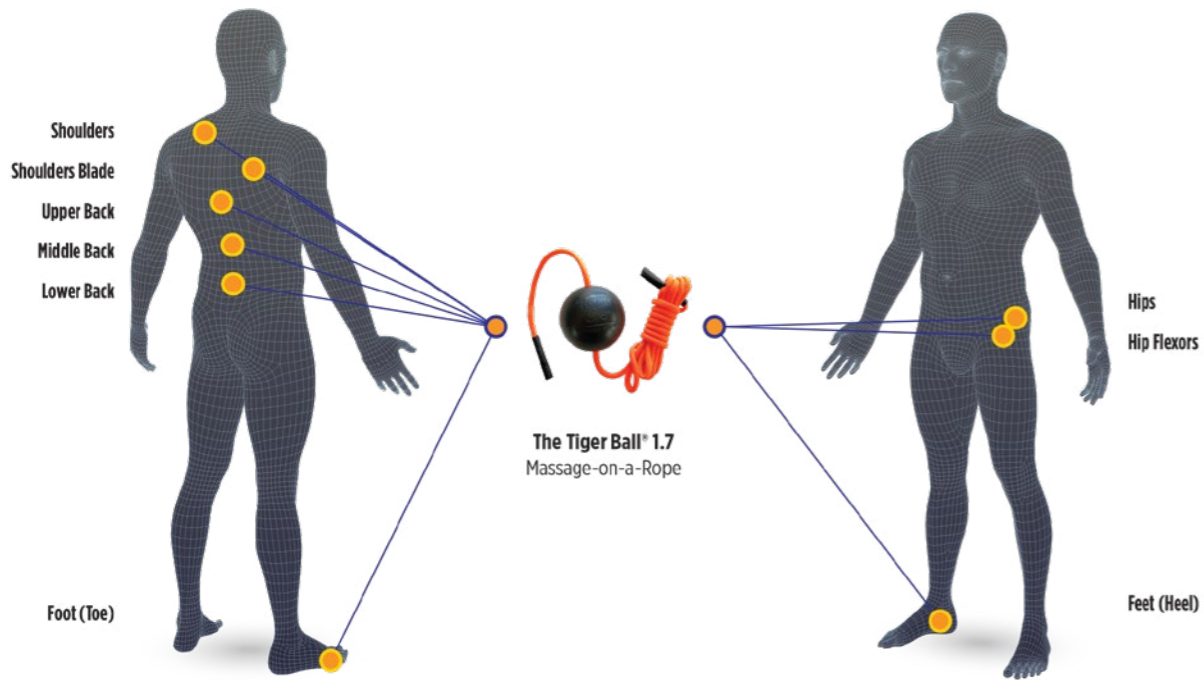
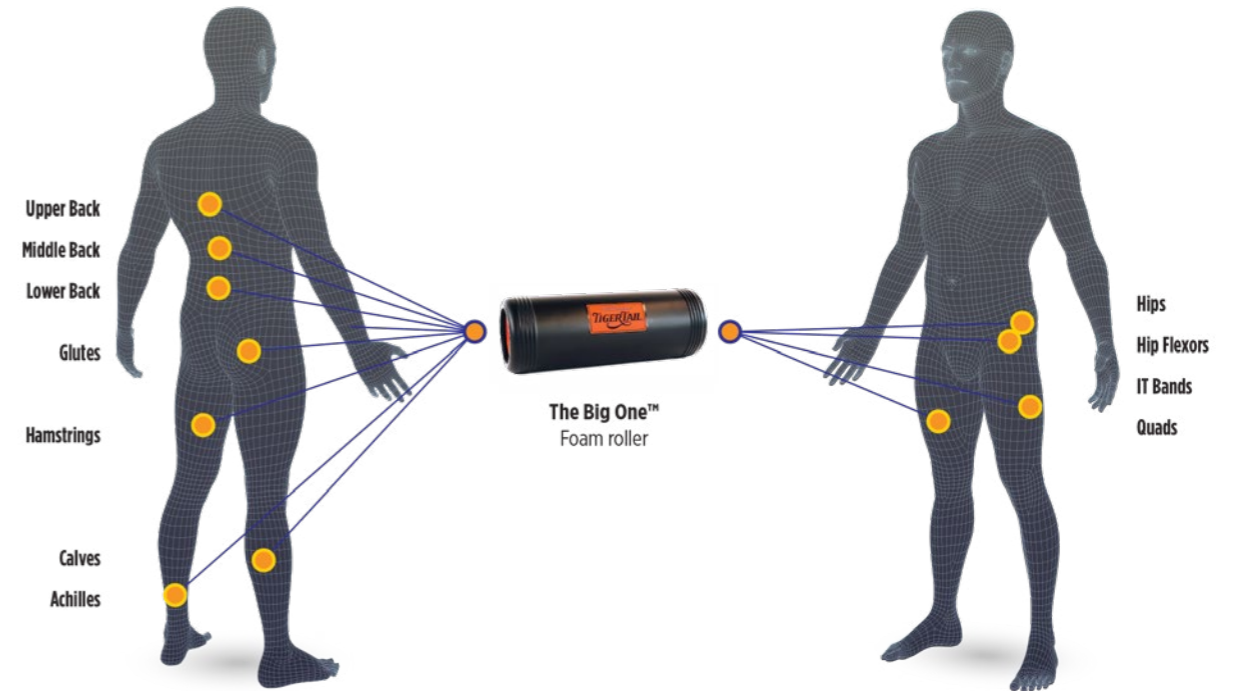
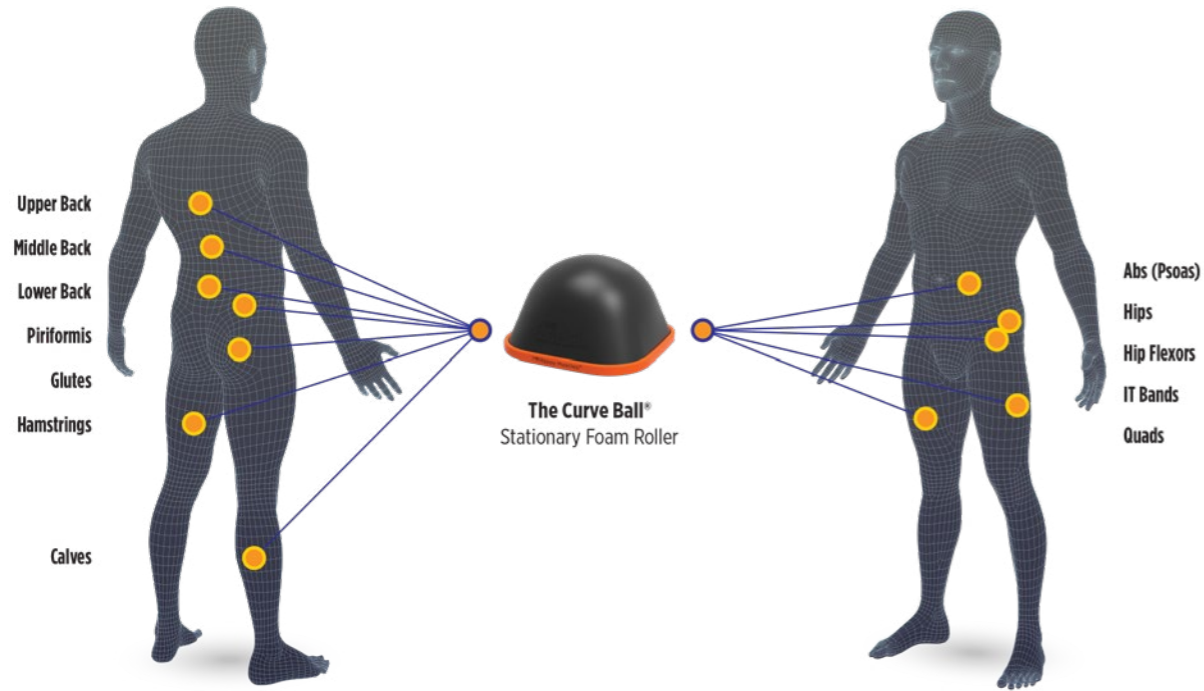
TIGER BALL 2.6



KNOTTY TIGER



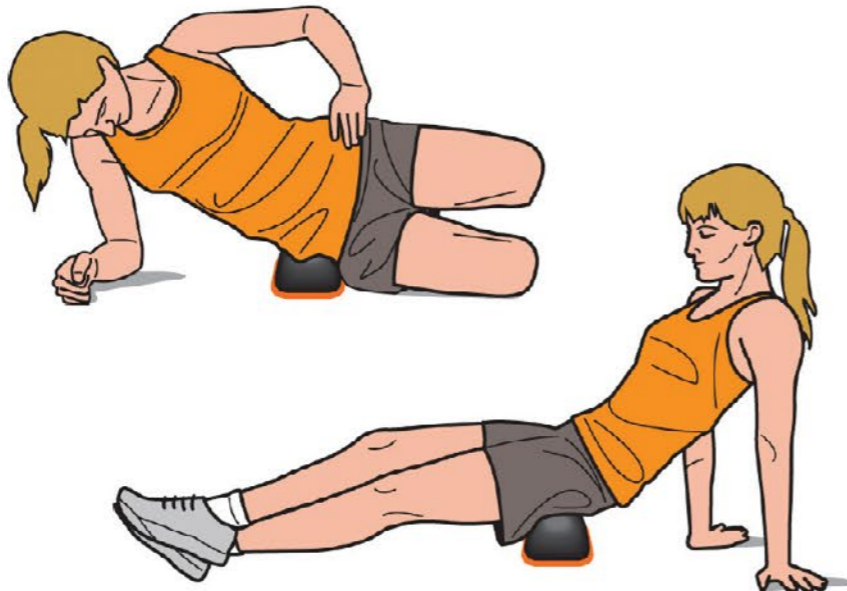
Tools You Can Use



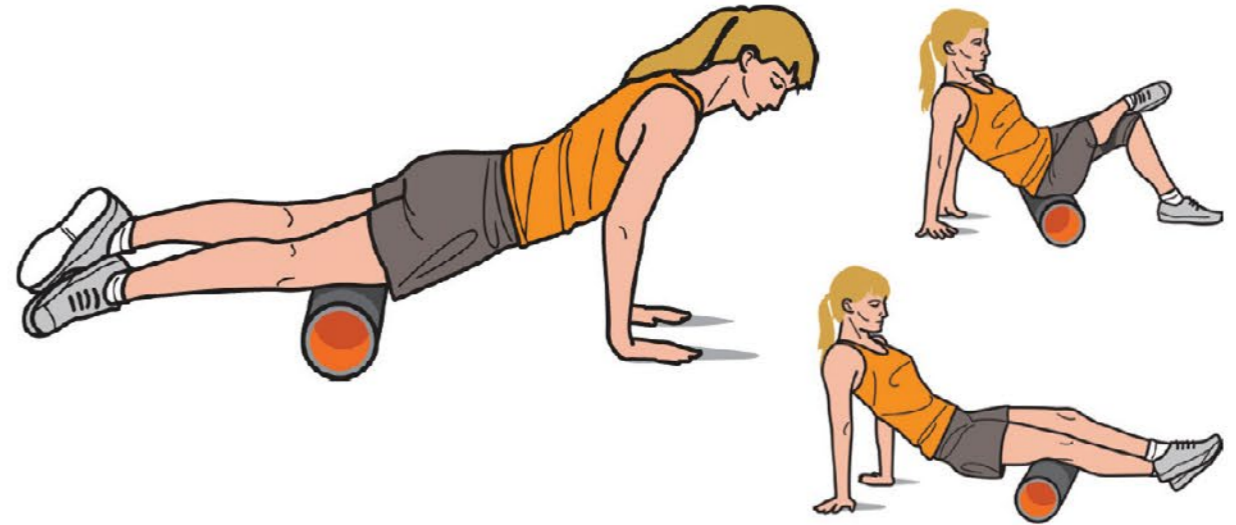
Tools You Can Use



**THE CURVE BALL
STATIONARY FOAM ROLLER**



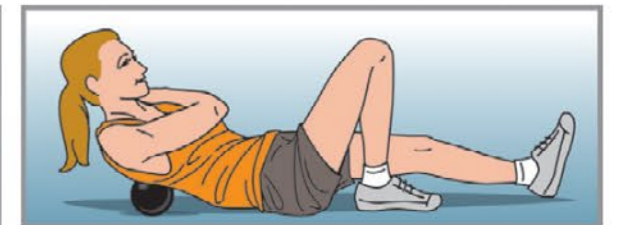
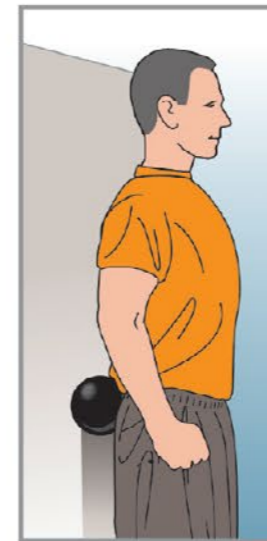
THE BIG ONE



TIGER BALL 1.7



TIGER BALL 5.0



Common Pain Complaints

Weak Grip, Arm, Elbow, and Wrist Pain

I Feel

- Carpal tunnel syndrome
- Tennis elbow
- Golfer's elbow
- Pain or discomfort lifting the arm to the front or to the side
- Pain or discomfort bending the elbow
- Discomfort in the back of the upper arm
- Discomfort when holding something like a bag of groceries for prolonged periods of time

Causes

- Gripping an object too tight,
- Holding onto an object for an extended period of time,
- Overuse/repetitive use,
- Throwing injuries, hard serving in tennis
- Lifting heavy objects with the palm of the hand in an upward position,
- Overuse of crutches
- Using a cane that is too long

the Original **TIGERTAIL**®
Really Awesome Massage Tools.

Mary Biancalana, MA, CMTPT, LMT
Certified Myofascial Expert

**Arm,
Elbow,
and
Wrist Pain**

Knotty Tiger®

Check out Tiger Tail USA training videos on Vimeo featuring Mary Biancalana, MA, CMTPT, LMT, Certified Myofascial Expert

Tools You Can Use:



The Classic 18"



The Knotty Tiger



T-1000



The Curve Ball



The Tiger Ball 2.6

Common Pain Complaints

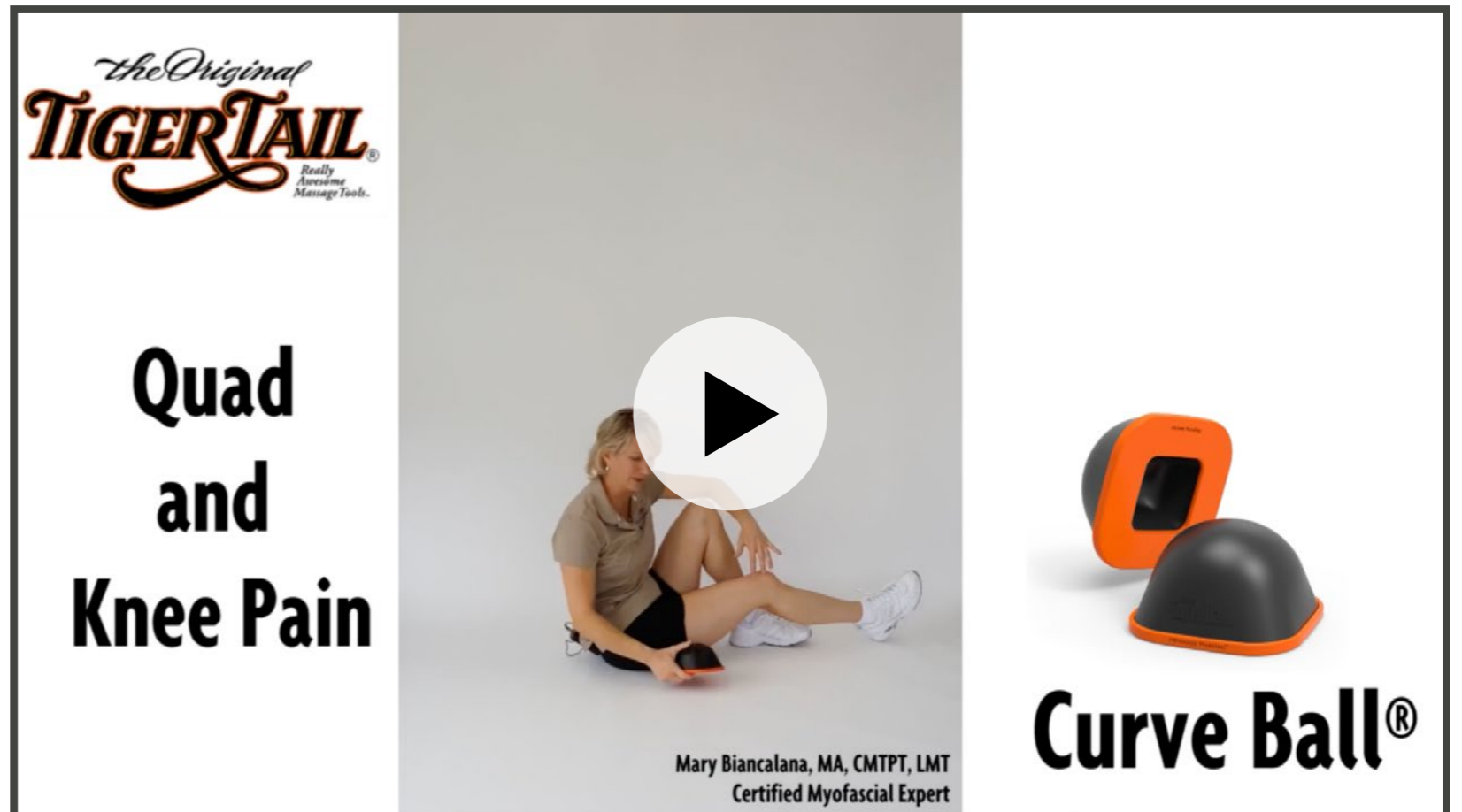
Side of Knee Pain and Side of Leg Pain

I Feel

- Buckling
- Crouching pain
- Going up and down stairs pain
- Knee won't straighten
- Locking knee
- Stuck knee cap
- Behind the knee pain when running
- Front of knee/pain when running
- Side of knee pain
- Deep knee pain

Causes

- Over doing any activity including running, skiing, incline walking, weight training, knee joint or muscle immobilization
- Tripping or falling
- Sudden overload in the muscles
- Going up or down steps
- Misstep
- Deep squatting



Check out Tiger Tail USA training videos on Vimeo featuring Mary Biancalana, MA, CMTPT, LMT, Certified Myofascial Expert

Tools You Can Use:



The Classic 18"



The Knotty Tiger



T-1000



The Curve Ball



The Big One

Common Pain Complaints

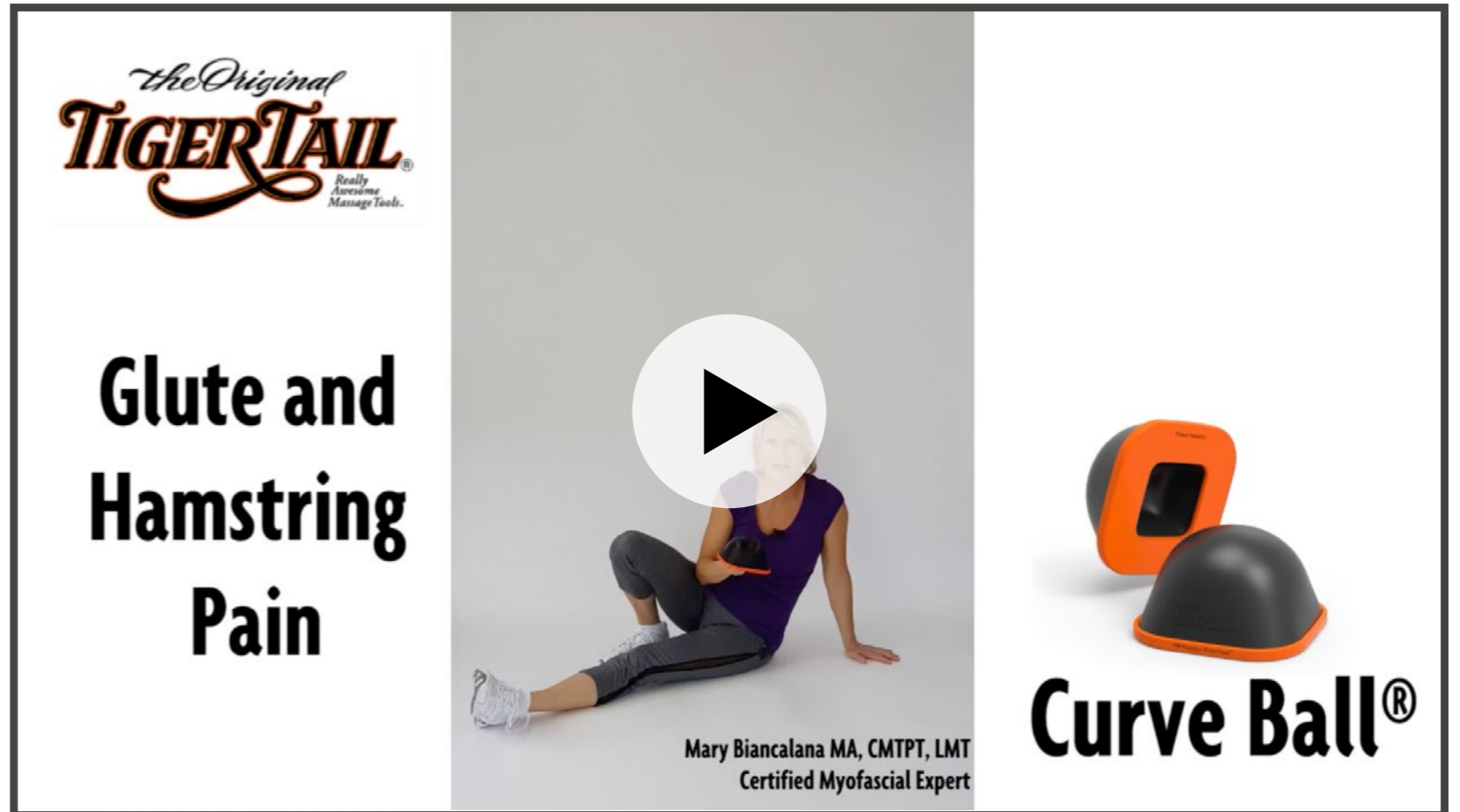
Sciatica, Glute, and Hamstring Pain

I Feel

- Hamstring pull,
- Sciatica-like symptoms,
- Dull ache behind the knee,
- Lower back pain due to tight hamstrings
- Sciatica symptoms
- Piriformis syndrome

Causes

- Sitting in a chair for extended periods of time
- Poor flexibility
- Sitting too long
- worn out shoes
- Tight muscles in the glute and hip area



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Tools You Can Use:



The Classic 18"



The Big One



T-1000



The Tiger Ball 2.6



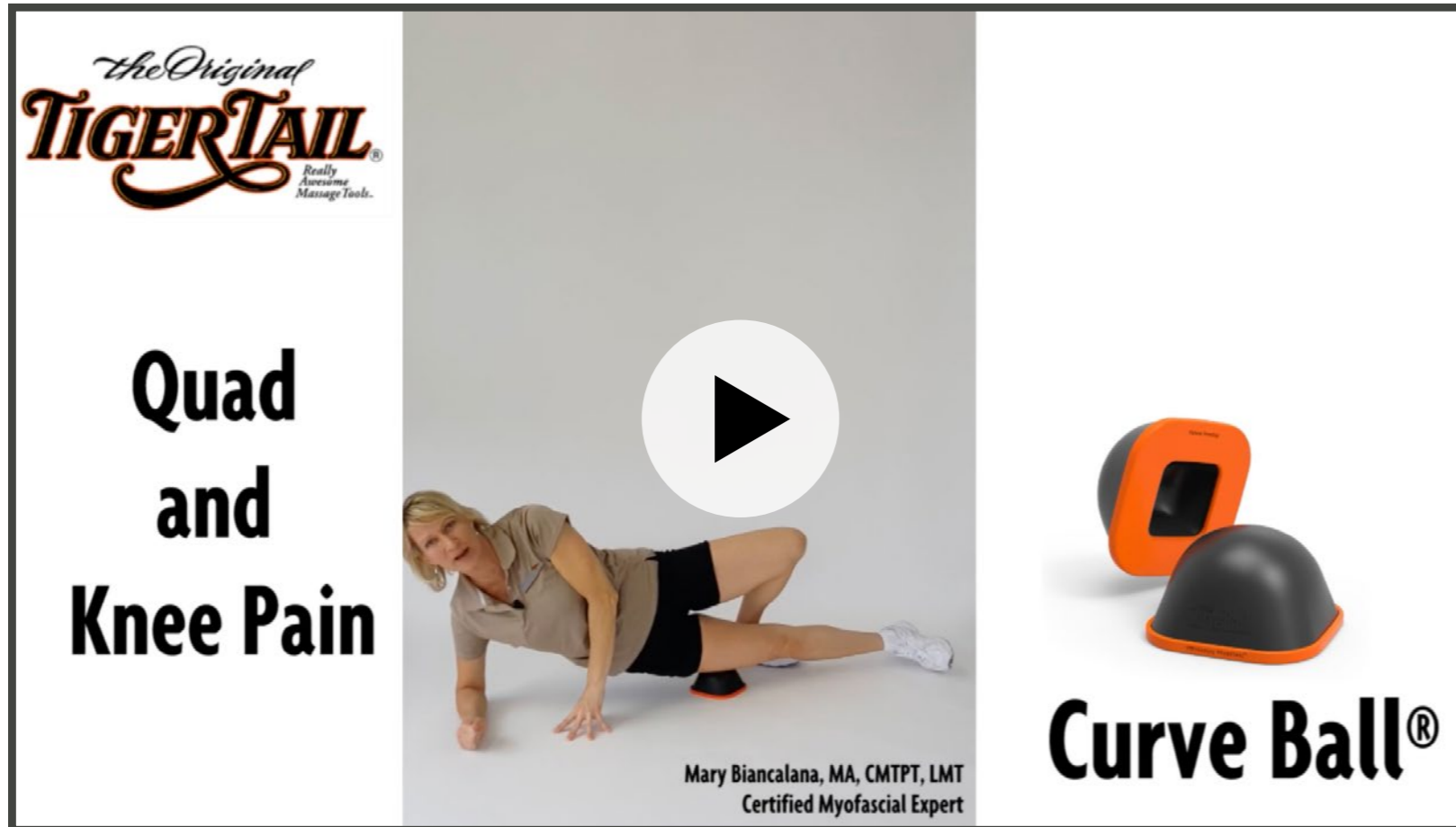
The Curve Ball



The Tiger Ball 5.0

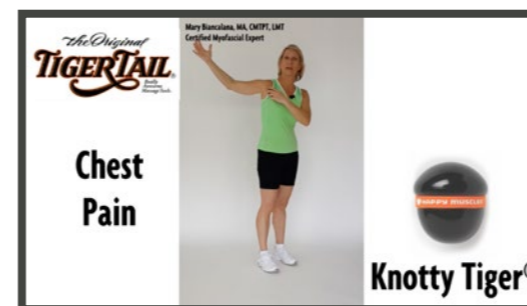
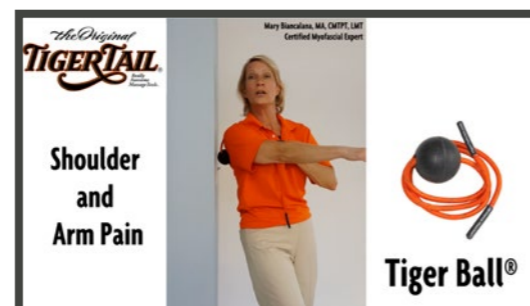
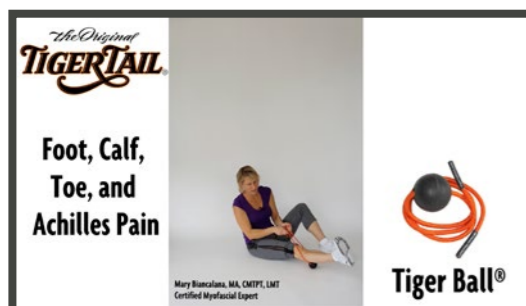
Common Pain Complaints

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Training Videos on Vimeo:

1. [Weak Grip, Arm, Elbow, and Wrist Pain](#)
2. [Side of Knee Pain and Side of Leg Pain](#)
3. [Sciatica, Glute, and Hamstring Pain](#)
4. [Plantar Fasciitis, Foot, Calf, Toe, Achilles Pain](#)
5. [IT Band Syndrome, Side of Leg, Glute Pain](#)
6. [Heel Spurs, Foot and Toe Pain](#)
7. [Quad and Knee Pain](#)
8. [Shoulder and Arm Pain](#)
9. [Chest Pain](#)
10. [Carpal Tunnel Syndrome, Arm, Elbow, Wrist Pain](#)



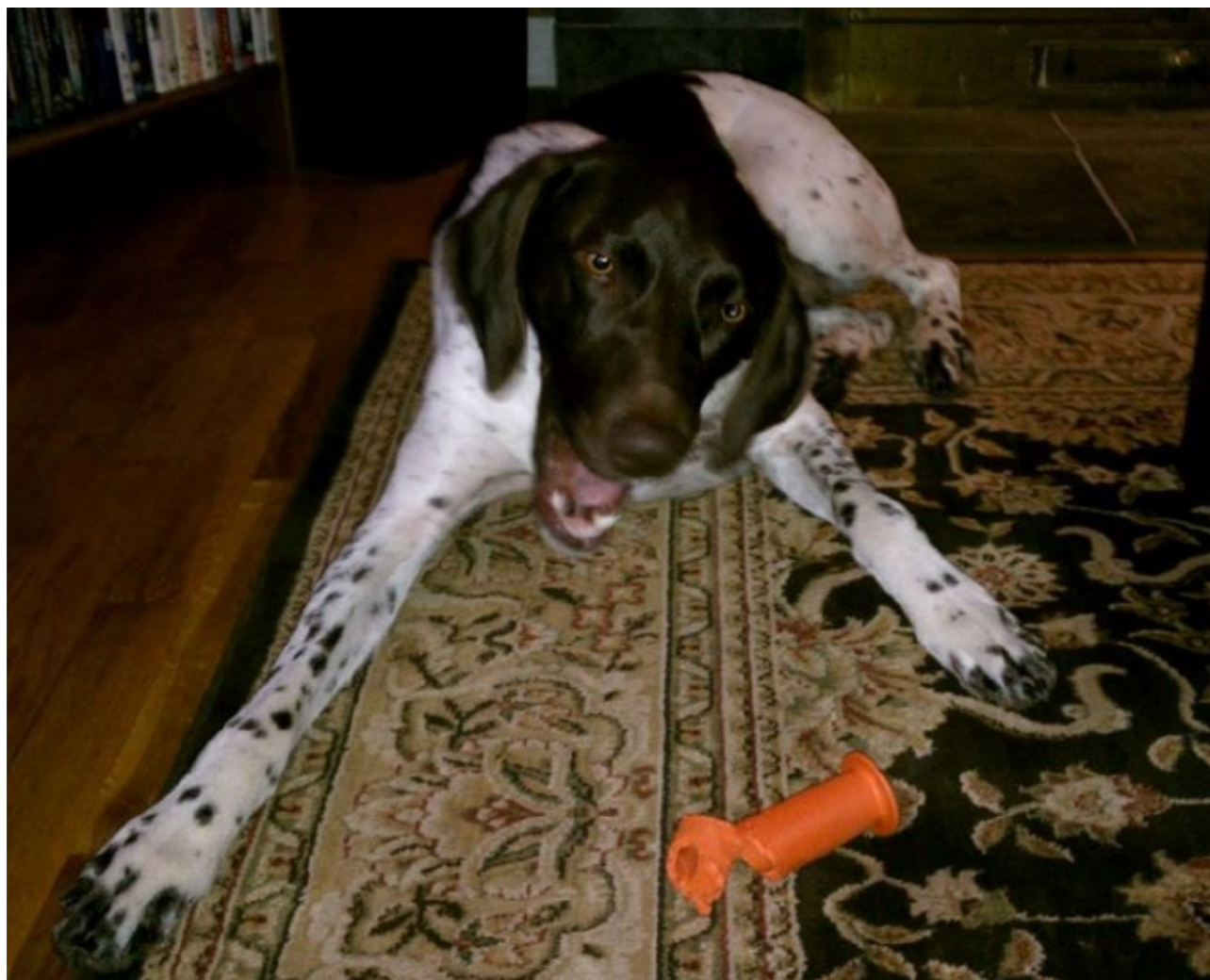
Testimonials

Check out Lauri and Adelle's video on Vimeo:



Warranty Claims

Every now and then we get one.



Congratulations! You completed the training. Thank you for taking the time to learn about Tiger Tail. If you'd like to get Tiger Tail products for you, your friends, and family, please visit our website at [TigerTailUSA.com](https://www.tigertailusa.com) and enter coupon code: **happymusclesgraduate** at check out for 50% off (not applicable for discounted items such as the muscle care kit). Free shipping for orders \$50 or more.

Thank You

