

## Purpose of Master Training Centers

ActivCore is currently engaging select professionals and facilities to establish licensed ActivCore Master Training Centers for fitness applications and Training Centers for therapy featuring Neurac®, a unique therapy modality from Redcord AS in Norway. These centers will be the place where professionals go to be trained and certified in the ActivCore FEX™ and Neurac® techniques. Locations may be designated as either an ActivCore FEX™ (Functional Exercise) Master Training Center or Regional Training Center for Neurac® Therapy; properly qualified locations may hold both designations.

These elite centers will receive limited geographic exclusivity and hold an elevated status over other locations that employ ActivCore FEX™ and Neurac® certified professionals.

In addition to the prestige and client flow generated on account of the elevated status, Master Training Centers will derive revenue from the delivery of training and certification programs to other professionals seeking instruction in the ActivCore FEX and Neurac® techniques.

ActivCore FEX™ is designed for professionals who work with individual clients or groups of clients in a fitness, wellness, post-rehab, or performance enhancement capacity. Examples of such professionals include Pilates instructors, strength and conditioning coaches, and personal trainers. Certified ActivCore FEX™ professionals have demonstrated proficiency at assessing muscle imbalances, applying basic offloading techniques, and assisting their clients in conducting the appropriate functional exercises using Redcord tools to meet the needs and objectives of their clients. ActivCore FEX™ programs can be tailored to the needs of specific target audiences, such as golfers, baseball players, older adults, etc., and are highly effective at activating the right global and stabilizing muscles to build strength and help reduce muscle pain while improving performance, restoring functional movement and delivering quality-of-life results that delight clients. Neurac® is designed for physical therapy and rehab professionals, such as physical therapists and chiropractors, who treat patients for muscle related pain or dysfunction. Utilizing the same principles as ActivCore FEX, Neurac® includes additional offloading techniques and functional exercises suitable for therapy/rehab patients along with practice in clinical evaluation, reasoning, and additional theory.

ActivCore has established 14 Master Training Centers, currently we are accepting applications from qualified facilities for both ActivCore FEX™ and Neurac® nationwide.

If you are interested in learning more about this program and how it may apply to you, please contact us at 734.550.9500 or [info@activcore.com](mailto:info@activcore.com)

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