



Press Release

## **Straight up – for her and for him**

### **The relationship between a strong core and posture**

**SAGGY pelvic floor muscles can ruin your health – and we all suffer from them. Age, weight and poor posture when standing or sitting weakens the pelvic floor. This can lead to ‘laughing leaks’ when you exercise, cough or sneeze, heightens the risk of prolapse, and more importantly – can have a detrimental effect on your love life and intimate sensation**



Kegel8 V for Men and Kegel8 Ultra 20

Better posture goes hand in hand with a strong pelvic floor. Strong core muscles help to pull your belly in, giving you a flatter tummy and a straighter spine. They also relieve the pressure off your lower back, eradicating aches from hips and the lower back, allowing you to stand tall and maintain good posture. One simple way to practice good posture and pelvic floor strength while you are sitting at your computer or watching TV is to follow the ‘BBC’ rule: Bum at the Back of your Chair and don’t slouch!

Strengthening these vital core muscles in your pelvic floor is easy! You can feel the muscles contracting when you stop the flow of urine. These manual pelvic floor exercises can be done anywhere: While driving, walking, sat at your computer. Doing several sets of 10 contractions twice a day can improve your muscle strength.

However, many men and women struggle to locate all the muscles, unsure if they are activating pelvic floor exercise properly and only around 40% of your pelvic floor muscles will be stimulated with manual exercises. Using the Kegel8 electronic pelvic toner you can stimulate around 90% of your muscles. The Kegel8 is convenient enough to attach to your belt or keep in your pocket, so you can exercise and strengthen your pelvic floor while you relax or do other jobs.

Stephanie Taylor, managing director of Kegel8, said: “Kegel exercise is one part of the equation – there are other things that you can/need to do to help your pelvic floor to keep on supporting your pelvic organs, stop the leaks, urine or bowel, and make sure you can continue to go to the loo properly. There are no ‘quick fixes’ here, your pelvic floor gradually weakens from your teens onwards and it’s a muscle group that most of us sadly take for granted. It takes around three months to see results.

“Your pelvic floor muscles work in conjunction with your abdominals and your diaphragm and help to support your spine. If your muscles are weak there is a lack of support and you could also suffer with back problems. Clinical studies have shown that good posture both while sitting and standing ensures the deep tummy muscles and pelvic floor muscles are working.”



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***Other materials available:***

- Product images: Kegel8 V for Men and Kegel8 Ultra 20.

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**Information for editors**

***About Savantini***

Savantini Limited is the provider of the UK's number one pelvic floor exercise machines - The Kegel8 Range. StressNoMore is dedicated to quality healthcare and wellbeing products for women. With over 20 years' experience, Savantini Limited is the UK's leading health provider for women.

***About Kegel 8***

Kegel8 was born from the desire to offer support and an alternative home solution to pelvic floor weakness for those who want to avoid surgery, recovery affectively from surgery or are simply too embarrassed to even seek medical support. With a passion for not only our range of medically approved products but for excellent service, support and advice, we work hard to be at the heart of pelvic health and teach all we know to those who suffer the effects of weakened pelvic floor muscles. Find out more on [www.kegel8.co.uk](http://www.kegel8.co.uk)