

The  
purestretch

# Course Guide



**CIMSPA**  
Education Partner

Training  
Provider

# A BIG THANK YOU

for taking the time  
to download this Guide

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My aim is not to just get you signed up to purestretch, but to help you succeed within the stretching industry!



**Ciaran Cashmore**

Purestretch Founder

# Why choose Purestretch?

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We are the largest and most popular online stretch course in the UK!

The online content gets an amazing 10/10 score from 95% of everyone who has signed up...

If you would you like to :

- Increase your revenue
- Give your clients more choice
- Feel confident in your stretching skills



Keep reading

# The online stretch content is a fantastic balance of fun yet informative

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Purestretch will develop your knowledge of stretch through a variety of online content videos, discussions and demonstrations on how to improve stretching techniques. You will also learn how to improve your teaching skills and confidently accommodate individuals with limitations

## Course content

- The do's and don'ts of stretching
- Identifying weaknesses
- Online class participation
- Alternatives for limitations
- Hands on skills

(The online content should take 10 -15hours of your time)



# Here's a little look at our content

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## Form First, Stretch Second

### It's all about that form...

As you may expect a lot of people who come to a Purestretch class have, or think they have, tight hamstrings. This can mean that they find getting into the position for some of the hamstring stretches quite tricky. What you need to do here is look at their form. Form is about getting the body into the best possible alignment where the muscle is not in a contracted state and the two attachment points are as far from one another as they can be without being under tension. It's all about that form.



**Uh Oh!**  
The head is lifted off the mat and there is tension in the neck and shoulders, the knee is bent and the grounding leg is lifting off the floor



**Uh Oh!**  
The back is very rounded, shoulders are slumped and the chin is jutting forward- this is not good form!

## Can we fix it?

### Yes, we can!

Form can be improved if not corrected in most circumstances. To help improve form, blocks, balls, straps and your hands-on assistance will be invaluable. Once you have corrected someone's form, give them ownership of that correction and ask them to use the same equipment next time they do that stretch.



**Try a block?**  
If their head is lifting off the mat, place a block underneath their head to allow the upper body to relax



**Leg in the way?**  
If the leg that you're not stretching is in the way - then move it! It's not in your stretch so put it in a comfortable position



**Lift me up**  
If their back is rounded, allow them to lengthen their back and lift their head to form!

## Hey Presto!

### Here's what perfect form looks like...



**Can't teach without your toys!**  
Make sure you always have a few key pieces of kit to hand!



**Form-Tastic!**  
This is great form! Lovely length behind the knee, the hip grounding down to the mat and a relaxed neck.



**The height is the stretch...**  
Again, great form. Long, lengthened back



**Watch it!**

Log-in at [www.purestretch.co.uk](http://www.purestretch.co.uk) for video content...

### Things to remember whilst correcting form...

Stand side on to your client to protect yourself and stop your knee digging into their back  
Keep an eye on the rest of your class whilst correcting  
Draw the classes attention to what you are doing so they all correct themselves!

# And a little more content

## Iliopsoas

The two muscles that make up the iliopsoas group are the psoas major and iliac. These two muscles are important in the hip flexor group and as low back stabilisers. In fact, the iliopsoas is one of the most powerful of the hip flexor group.

### The technical bit...

#### Iliopsoas

Now here comes the technical bit, but there's no other way to explain this so here it goes...

##### The psoas major:

- Originates from the first to the fourth lumbar vertebrae
- Attaches to the costal processes of all the lumbar vertebrae and the twelfth thoracic vertebrae
- It inserts at the lesser trochanter of the femur

##### The iliacus:

- Located in the lower portion of the trunk
- It is covered in a thick fascia (connective tissue)
- It is shaped like a triangle, flat and an exact fit of the iliac fossa (the curved surface of the largest pelvic bone)

Put the two together and ta-da! We have the iliopsoas.

#### What does it do?

The iliopsoas contributes to everyday activities like walking and running

It is the strongest flexor of the hip joint

The iliopsoas rotates the thigh medially

## 3 Strong and stretchy stuff...

### What's this bit about?!

In this section we will be looking at stretching techniques, the core and you will also be practising the routine.

In the first part, we will look at types of stretching including static active, static passive, dynamic, isometric and ballistic. We will also touch on proprioceptive neuromuscular facilitation – although this a technique that we don't encourage in a class environment.

In this section we go over reciprocal inhibition and autogenic inhibition and how the muscle spindles and golgi tendon organ are involved in these reflexes.

We all know how important the core is, so we will look at the structure of the core, the muscles involved and its role in stretching.

#### Tips of the trade...

As we work through the stretches – try them out and practice at home

Think of other stretches you do or know and understand what type of stretch they are



### Isometric Stretching

This type of stretch is holding a stretch without motion and then asking that lengthened muscle to isometrically contract. By introducing isometric contraction to a lengthened muscle all those muscle fibres, that usually hide at the back and don't stretch, are being encouraged to contract and then lengthen. Therefore, isometric stretching is a great way to develop your flexibility and we believe it is more effective than passive or active stretching alone. However, isometric stretching can be quite demanding on the muscle tendons and joints – so teach this well! Keep an eye on your competitive group... no eye finching, no shaking limbs or holding the breath!



### Proprioceptive Neuromuscular Facilitation

Proprioceptive Neuromuscular Facilitation (PNF) is a technique that is a combination of passive and isometric stretching. PNF stretching involves taking the muscle into a stretched position and then the lengthened muscle to isometrically contract against a fixed force for 10 seconds. This isometric contraction is then released and the muscle is immediately taken into a passive stretch, lengthened further.

This process can then be repeated again muscle length. PNF relies on effective proprioception and therefore isn't always recommended in a class environment (although technique!).



#### Watch it!

Log-in at [www.purestretch.co.uk](http://www.purestretch.co.uk) for video content...

## Hips

The hip joint is designed to withstand repeated motion and a fair amount of wear and tear. This ball and socket joint fits together in a way that allows fluid movement.

Despite its durability the hip is prone to injury due to use and age. The cartilage can wear down and become damaged. Muscles and tendons in the hip can get overused and hip fractures can be quite common, especially amongst athletes and the elderly. All of these conditions can cause hip pain and lead to limited movement.

So, what do we do if someone has limited movement in the hip? How can we make them more comfortable?

#### Watch out!

Be cautious of hip replacements, ensure your participants have been signed off by their consultants. For any medical hip conditions, follow the guidelines set by their therapist.

### How do we teach people with hip issues?



#### You're going to need these!

Equipment, equipment, equipment! Have everything to hand and ready to give to your class.

Once you have completed your  
purestretch online course

Why not try ..

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purestretch  
*with* beat...

purestretch  
*with* power...



# purestretch

*with* beat...

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purestretch is designed to be light-hearted, stimulating, easy to follow and choreographed in such a way that all levels of fitness can attend .. so what's the difference between purestretch and purestretch with Beat .. quite simply ..it's just a bit tougher, in fact you can even build up a bit of a sweat cause you just don't stop moving!

We have deliberately kept the routines simple as there is no better feeling for your clients than achieving!

Hans (our magic music man) gives you plenty of time for transitions at the start of each track. By the time you've got yourself in place, given the set-up cues and a brief summary of what's ahead (without rushing) ... it's time to start stretching.

The fab thing about this music is, if you go wrong ... no one will notice!

## purestretch with beat is ideal for

- Those who can easily move from one transition to another
- Those who would like to take purestretch to the next level!
- Those who are reasonably fit
- Those who would like to have fun with fitness
- Those who like to move to the groove!

(To access the purestretch with beat choreography ... you will need to join the £6.99 monthly purestretchpro membership)

# purestretch

*with* power...

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Purestretch's whole philosophy to exercise is "you gotta move to improve" so what's purestretch with power ..

Purestretch with Power continues to encourage movement and stretch but adds more strength to the poses and introduces tougher core routines.

Purestretch with power uses many yoga moves, however we have our own take on these and add a slight variation to the poses that take it away from the feel of yoga. We are in no way holistic and maintain the purestretch feel throughout the class.

## purestretch with power is ideal for

- Those who have been attending purestretch and would now like to be more challenged.
- Those who would like to attend yoga but are limited by time.
- Those who are not overly keen on lots of seated stretches

As soon as you book purestretch online you can get immediate access on your dashboard to Purestretch With Power for only £60!

# Frequently Asked Question's

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## Is there a time limit on the course?

No, the course can be done in your own time. We encourage you to complete the course within 10 weeks but if there is an issue with these timings .. let us know.

## I'm not very flexible, is that an issue?

Not in the slightest, your ability to communicate is the key to Great Instruction, and after teaching purestretch you'll see a HUGE improvement in your own stretch ability.

## Are the courses industry recognised?

Yes, all our courses are CIMPSA accredited. CIMSPA, The Chartered Institute for the Management of Sport and Physical Activity, a chartered professional body for the sport, fitness, leisure and physical activity sector. CIMSPA recently acquired REPS with the aim to be the main professional body for our sector to provide professional recognition and status of qualifications within the industry.

## How will you help me after I've qualified?

Our aim is to enhance your performance in teaching and instructing stretch This carries on after you have completed the course with our student support group on Facebook and Zoom catch up calls. We don't want to just give you a certificate, you become part of the pure-stretch team/network with lots of support and weekly updates to help **YOU** get the best from **YOUR** stretching classes.

## What else do I get?

As soon as you book you will have online access to the course and will receive a purestretch manual and stretch strap in the post

## After completing the course what are my options?

You have an option to join the purestretchpro £6.99 monthly membership We honestly feel that will truly enhance your stretching skills but it is not compulsory to join and if you decide to sign up, you can cancel at any time.

## How are the purestretch online assessments structured?

When you feel ready, you will send a video of your assessment in the format of a class environment min of 2 people attending.

You will be teaching a 10min sequence of the purestretch routine that you have already been practicing online. Don't worry you will be well prepared for this assessment .. we are here to help you pass!

## What happens if I don't pass?!

If you don't pass the first time, we will explain why and simply try again.

If you feel daunted by assessments please don't.

Our job is to help you succeed in the course and you will be very well prepared in every aspect of the training

*If you have any questions unanswered feel free to give me a call or text*

**Ciaran 07809 448972**

# The latest feedback about purestretch ..

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## Sheree Davey

I have really enjoyed this course and the recap of all the muscles. Loved the manual as well as the online content, and the fact that I could do it in my own time.... just overall I really loved the course!.

## Susie MacKenzie

I've only been teaching Purestretch since we started back post lockdown but already my 2 classes are full with reserve lists and I'm looking for a 3rd class slot! I love and my participants love purestretch with Beat too. Thank you Ci for introducing me and my classes to this fantastic programme!

## Paul Murray

I really enjoyed the course, the video demonstrations were great, and the theory was easy to understand. My clients love it, they're happy so I'm happy. I highly recommend the course

## Julie Potter

Excellent course and my members absolutely love the quick 10-15 minute add ons which are included on the website .. a huge hit!

## Selina Griffin

Manual received promptly in the post and I have been really enjoying the online content. The PNF stretch finally "clicked" with me, I've not had it explained so well before. Finding some other gems too ..  
Thank you!

**purestretch**  
move•core•smile

If you want to learn more about stretch, increase your clientele and become part of a fun and motivating team ...



**Book on a course today**  
(click here)