

FOR IMMEDIATE RELEASE



RockTape® Expanding RockBlades® IASTM Line with Mohawk
RockTape ushers in second instrument assisted soft tissue manipulation revolution with RockBlades® Mohawk, featuring 3 tools in one

Campbell, Calif. – Sept. 22, 2017 – RockTape, Inc., the leader in sports medicine products and education, is proud to announce a new addition to its revolutionary Instrument Assisted Soft Tissue Mobilization (IASTM) system, RockBlades Mohawk.

RockBlades Mohawk ushers in a new era of IASTM capabilities, never before seen in the industry. A complete, turnkey system featuring 3 tools in one, Mohawk enables practitioners to treat a wide range of pain, mobility and neurological issues with one precision-crafted tool and two unique, patent-pending attachments.

Mohawk is comprised of one surgical-grade, hand-polished, stainless steel soft-tissue instrument and two new and innovative attachments: a red silicone “sleeve” and a polycarbonate-ABS plastic “comb.” The tools are packaged in a custom, RockBlades-branded, durable EVA travel case, which conveniently includes RockTape’s signature RockRub emollient and additional storage pockets for the Mallet and Mallet, the first two tools from the RockBlades line.

“RockBlades Mohawk is like nothing ever seen before in the industry,” said Dr. Steven Capobianco, Director of Medical Education for RockTape. “The Mohawk is unlike any IASTM tool ever offered before. It’s unique and innovative attachments will redefine how practitioners approach soft tissue manipulation. This is a truly ground breaking product that combines three tools into one.”

As with the first two tools from RockTape, each side of the Mohawk is unique, both in shape and edge radius, and features four matte-finished dimples for enhanced grip. The eight treatment



edges vary between dull and sharp, and the two attachments enable entirely different treatment modalities, never before seen in the IASTM space.

“Our first RockBlades received such a positive response that we didn’t want to wait to expand the line,” explains Cullen Maroney, Product Manager at RockTape. “While our larger tools were a resounding success, we quickly recognized a demand for a smaller, more pinpointed treatment tool for hands, feet and tendons. We made our latest tool even more convenient for the user, without compromising quality.”

The red silicone attachment, intended for a dry glide, is used to grip the skin's surface, creating a shearing effect between the skin and tissue beneath. This stunningly simple innovation allows for novel treatment of nerve glide and neuropathy issues, all while reducing exertion and chance of injury for a practitioner.

The second attachment, a polycarbonate-ABS black comb is designed to glide lightly over the skin for neurological stimulation. Similar to dry brushing techniques used by massage therapists, the Mohawk's comb can be used to reduce localized pain, improve kinesthetic awareness and proprioception of the body, and facilitate lymphatic fluid flow and drainage.

These attachments, coupled with the Mohawk's stainless steel tool make for three powerful tools in one product, allowing for synergistic treatment of a wide range of patient issues.



Along with the introduction of Mohawk, a new FMT education course – *FMT Blades™ Advanced* – is also debuting, with seven courses scheduled nationwide through the remainder of 2017. RockTape's FMT Blades Advanced course includes four hours of continuing education credits in most states, with intensive hands-on RockBlades Mohawk training. The RockTape FMT Blades course is just \$300 and includes a Mohawk set for every attendee. FMT Blades is recommended, but not required, as a prerequisite for FMT Blades Advanced.

RockBlades Mohawk is available at launch direct from RockTape on September 23rd at www.rocktape.com/mohawk, and through RockTape's trusted distribution partner Meyer Distributing at www.meyerdc.com. Mohawk sets will begin shipping September 25th.

FMT Blades Advanced course is open for registration now at www.rocktape.com/education-research/fmt-blades/.

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About RockTape

RockTape is a global leader in sports medicine products and education. Located in Silicon Valley, RockTape helps patients and athletes “go stronger, longer” with the world's strongest brand of kinesiology tape, powerful pain-relieving topicals, unique evidence-informed education seminars, mobility tools, and joint support accessories.

For more information, visit www.rocktape.com and be sure to follow RockTape on Facebook, Twitter, Instagram, Pinterest and Snapchat.

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3 TOOLS IN ONE

ROCKTAPE
Go stronger. longer.

Mohawk's unique comb and silicone attachments, coupled with a precision-crafted stainless steel tool, give you the power to treat beyond just pain — improve mobility and nerve glide with radically new instrument-assisted techniques.

The next IASTM
revolution is here.

JUST \$175

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