CORE EXERCISES YOU MAY BE MISSING!

By santacruzcore on August 13, 2018

BE SURE THESE CORE FITNESS EXERCISES ARE NOT MISSING FROM YOUR WORKOUT ROUTINES!

If you are a fitness enthusiast or an athlete, you will probably agree that choosing core exercises well is very crucial. Some core exercises have more benefits than others. They give the trainer more balance and strength even to perform other workouts. Athletes are in a better position to succeed in their core exercises when they go to this shop for the best enhancement gear. However, the best thing is to know the right workouts to do at any one single time. If things have not been going on well, probably you are missing some exercise. Let us cover them here.
THE ABDOMINAL WORKOUTS

When we talk of the core workouts, then the tummy should come to mind. It is part of the core muscles, and when it is in great shape, then you have achieved a major step. Abdominal workouts that could help you improve the core include the following.

**V-up** – just as the name suggests, you have to form a V with your butt as the pivot point. Both the legs and the hands must be high up in the air. To achieve the best results, hold in position for about 30 seconds and repeat this exercise for four rounds.

**Weighted run** – most people cannot sprint or run when carrying more than their own body weight. Running with a weight is a big enough challenge. However, it makes all the difference to the core area as you try to maintain balance. According to experts, just a hundred meters is enough for a start.

**Sit-ups** – this workout is popular in the army. All you need is to lie on the back and bring the knees high with the feet on the ground. Bring the upper body as close to the knees as possible before going back to the lying position. Complete 10 to 15 rounds before taking a break. Read more about the best exercises to build core strength here.

**PLANKS**

This exercise is best for the arms and the upper chest. These two areas make a crucial part of the core and must remain fit for the best coordination. If you can include the side arch while doing planks, you will add value to them. Make sure that you have a mat and the right workout shoes with a grip. Start with a plank position and hold for 30 seconds on each repetition. It is recommended to do 5 to 10 sets of planks while adding the side arch to make it more effective. Here are more options for planks.

**HOLLOW HOLD**

Another workout that could be missing for your core is the hollow hold. It works like the v-up, but this will have more effect on the core. It sends more weight to the core areas while the entire body is nearer to the ground.

While lying with your back on the ground, stretch the legs to the front and the hands overhead. Lift both the legs and the upper body slightly and hold for 30 seconds. Repeat for 10 sets to get the best results.

**FINAL WORD**

All the above workouts are easy to achieve both at a fitness center and at home. They do not need any specialized equipment and no fitness enthusiast should miss out on them. They will help your core to achieve the best results.

**SCHEDULE YOUR ONLINE FITNESS ASSESSMENT TODAY AT SANTA CRUZ CORE**
Get a private functional movement screening as step one in working with a personal trainer! Call 831-425-9500

(VIDEO) HERNIATED DISC BACK INJURY RECOVERY

By santacruzcore on June 28, 2018

CHECK OUT THIS LOCAL’S RECOVERY FROM A BACK INJURY, TO GET HIM BACK IN ACTION AT SANTA CRUZ CORE

In this video, you will learn about Ben’s experience training with CORE Pro Elite Trainer Clark Carabelas. As CORE’s lead rehabilitation therapist, Clark has helped Ben get out of pain from a debilitating back injury. Watch Clark now train Ben to his full athletic ability.
Santa Cruz CORE bring together professional from many health fields all under one roof and fosters an environment of integration and collaboration. CORE staff work together using this integrative model to keep people injury-free while getting them fast results. CORE provides a customized training program to fit their needs, lifestyle and physical abilities. All CORE Certified trainers are CPR Certified and Nationally Certified by an accredited national personal training certification program as well as enrolled in the Santa Cruz CORE Continuing Education Program.

THE FUNCTIONAL INTEGRATIVE MODEL

The functional integrative model is what sets us apart from other gyms and wellness centers of our kind. Applied to personal training, functional integration means breaking the cycle. Old injuries, accidents, desk jobs, commutes and busy schedules cause us to feel deactivated and disconnected from our bodies. We want to move and get back to optimal health, but our bodies and minds resist. Pain, fatigue and physical restrictions discourage us and understandably so. Santa Cruz CORE breaks the cycle to get you results. We help you change your life.

CORE ELITE TRAINERS

A Santa Cruz Core Elite Personal Trainer has 10 to 20+ years experience and has developed a unique training specialization that is part of the Continuing Education Program offered at Santa Cruz Core Fitness + Rehab. Our Core Elite trainers’ specializations include Physiotherapy, Nutrition, Sports Conditioning, Weight Management, Corrective Exercises and Injury Rehabilitation among others. An Elite Trainer’s time goes well beyond the hour that they spend with you, often researching and modifying programs to fit your very specific needs and goals, as well as administering Home Exercise Programs, Home Rehabilitative Programs, and nutritional advice to overcome stubborn plateaus or to live a healthier life.

MEET CLARK

Clark Carabelas is a Certified Personal Trainer with the National Academy of Sports Medicine. He has a B.A. in Psychology and completed two years of graduate studies in Physical Therapy. Clark’s extensive background includes more than 12 years in orthopedics and geriatrics, and the past 15 years as a Personal Trainer and Nutrition/Lifestyle Consultant. He has completed advanced studies in scientific back, core, and specialized sports conditioning subjects, including golf, motocross, tennis and horseback riding. Clark has presented as a guest speaker at numerous business meetings and healthcare seminars. His experience extends to all ages and lifestyles, from the sedentary to the elite athlete, with or without complex medical histories. Clark also specializes in post injury rehab and re-injury prevention. With his vast knowledge and experience, Clark is able to individualize programs for each person he works with, and feels there is nothing more gratifying than making a positive difference in someone’s life.

LIVE IN THE SANTA CRUZ AREA? CHECK OUT SANTA CRUZ CORE FOR A FUNCTIONAL MOVEMENT SCREENING FMS OR ELITE SCREENING TODAY!
YOUR BODY HAS AN ABUNDANCE OF HEALING PATHWAYS FOR SELF-REPAIR.
Many of these self-repair mechanisms can be clinically manipulated for the creation of new therapies, making use of the body’s own self-healing potential. Platelets, normally found circulating in our blood, bear many of these self-healing mechanisms to clinically manipulate and trigger tissue repair. Prolotherapy, for example, uses platelet-rich plasma solutions. Prolotherapy is an injection-based regenerative treatment used to treat musculoskeletal pain and related injuries. Rejuvenation of dermal tissue also uses platelet-rich plasma, as seen in the popular “vampire” facials.

The following represents a more in-depth narration on platelets, their healing mechanisms, and their therapeutic applications.

WHAT ARE PLATELETS?
Platelets normally reside circulating in our blood, along with red blood cells (RBCs), white blood cells (WBCs), and a variety of other cell types and molecules. All these cells are floating around in a fluid solution known as the blood plasma. In the blood plasma, we find a variety of other molecules including proteins, glycoproteins, carbohydrates, and fatty acids. Many of these molecules can be used to nourish cells or to act as chemical signals. Together, all of these components make up what we refer to as blood.

This composition of blood allows for many its self-repair properties, assisting in the healing of vascular injuries, that is, an injured blood vessel. When a vascular injury is present, platelets adhere (or attach) to the site of injury where they come in contact with and are activated by collagen and other components of the vascular lining. Once active, platelets themselves begin secreting signaling molecules that recruit more platelets and other coagulatory/inflammatory compounds. Eventually, platelets and these other compounds form a complex (or a plaque) to patch the injury and prevent further blood loss. This process of vascular repair is known as hemostasis (1).

WHY IS PLATELETS HEMOSTASIS SIGNIFICANT?
During the process of hemostasis, platelets help recruit other components of healing through the release of signaling molecules like cytokines (which signal for inflammation). Eventually, this leads to the repair of the vascular injury and everything returns to normal. But is this the extent of platelet healing potential? Far from it.

Platelets are pockets of cytoplasm (the fluid inside of a cell) that break-off from much larger cells known as megakaryocytes. The fluid inside platelets contains a variety of signaling molecules that will trigger inflammation and the formation of new tissue when activated. Signaling molecules found in platelets include cytokines and growth factors. They induce a healing cascade not limited to the vascular endothelium (the inside of blood vessels).

Thanks to this property, platelets can induce the repair of other tissue types including connective (soft) and dermal tissues. To better understand why these signaling molecules induce healing we must further discuss their properties.

CYTOKINES, GROWTH FACTORS, + TISSUE REPAIR:
In molecular biology, the terms cytokines and growth factors get thrown around a lot. Many times, it ignores the lack of common knowledge for them. What exactly are they? Well, both of these molecule types represent a type of chemical signal. One single cell produces and releases these molecules. They then go on to stimulate and affect another. When chemical signals stimulate cell surface receptors, it alters their biochemical activities and growth.

Growth factors:
These are biochemical cues (or signals) that interact with cell surface receptors and exert an influence on that cell or tissue. Influences include cellular...
activation (to release more signals), maturation, and proliferation (making more cells) to name a few.

Cytokines:
Cytokines are a type of growth factor more specific to immune cells. These can stimulate their activation, maturation, and proliferation. For this reason, cytokines are most known for their roles in triggering inflammation, an immune response.

When exposed to an injured tissue, platelets’ own surface receptors activate and release more signaling molecules. These will then cascade down to more signaling reactions that will recruit and mature other cells necessary for tissue repair.

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SPECIFIC FACTORS:
On December 2011, an issue of the Journal of Prolotherapy released an in-depth review of the mechanisms of PRP prolotherapy. The purpose of this publication was to explain the scientific evidence, methods, and applications of prolotherapy for the treatment of musculoskeletal pain (2).

When PRP is injected in soft tissue to induce an inflammatory healing cascade, several growth factors come into play. Growth factors involved in healing include (but are not limited to):

- Platelet-derived growth factor (PDGF):

  There are variations of this growth factor and it has a proliferative effect on many mesenchymal (adult) stem cell types which can eventually become specialized cells like osteoblasts (bone cells) and adipocytes (fat cells) (3).

- Stromal cell-derived growth factor 1 alpha (SDF-1):

  This growth factor supports adhesion and migration of mesenchymal stem/stromal cells (2). Stem cells are cells with less a determined function. They can take over the functions of other specialized cell types thus replacing them.
**Epidermal growth factor (EGF):**
This growth factor induces proliferation of mesodermal and ectodermal cell types, stem cells found in the middle and outermost layer of a developing embryo (3). These dermal layers eventually become specialized tissues of many cell types including those for the formation of muscle, connective tissue, skin, and nerves. It has a determining effect on stem cells to become specialized cells of the desired tissue.

**Fibroblast growth factor (FGF):**
There are many members of this family of growth factors, including 6 FGF families and even more FGF subfamilies (3). FGF plays a significant role in the development of the skeletal and nervous systems in mammals. Current tissue regenerative applications for FGF includes dermal, vascular, soft, adipose, and nervous tissues (4).

**Insulin-like growth factor (IGF):**
As the name entails, this growth factor has properties similar to insulin. It can even sometimes bind to insulin receptors, although at a much lower affinity (3). There are multiple IGF’s including IGF-1 and IGF-2. IGF-1 is a cellular response to the growth hormone (GH) and helps activate cascading pathways. IGF-2 is heavily expressed during fetal development and in a concept known as metabolic programming which helps determine organ function in adulthood. IGF-2 also assists in the activation of immune components necessary for the repair and healing of tissue.

When we take into account the effect of these growth factors individually and collectively, we can begin to understand how PRP helps repairs incompetent structures (such as injured soft tissue). Additionally, the inflammation healing cascade recruits a variety of healing mechanisms of its own.

Santa Cruz CORE offers prolotherapy and facial rejuvenation which utilizes platelet-rich plasma. Schedule a consultation today and see the real and true healing power of platelets!

**GET 25% OFF YOUR INITIAL PROLOTHERAPY, PRP AND STEM CELL TREATMENTS AT SANTA CRUZ CORE FITNESS + REHAB. CALL 831-425-9500 AND MENTION: SANTA CRUZ WAVES**

**REFERENCES:**


King, Michael W. "Growth Factors and Other Cellular Regulators." TheMedicalBiochemistryPage, themedicalbiochemistrypage.org/growth-factors.php.

PRE-SUMMER SURFERS SPECIAL – SPORTS CHIROThERAPy + FREE SWEDISH MASSAGE

By santacruzcore on May 16, 2018

CHARGE HARDER THIS SUMMER!

CORE SPORTS CHIRO-THERAPY™ + SWEDISH MASSAGE LOCAL OFFER ONLY $79

Santa Cruz CORE Fitness + Rehab is excited to offer all Santa Cruz Waves community a great special rate to get Sports Chiro-Therapy and Swedish Massage for surfers and athletes!

What is SportsChiro™ Therapy?
Santa Cruz CORE is home to the founder of Sports ChiroTherapy™. Chiropractor Rhodes Walton, D.C. utilizes the Sports ChiroTherapy protocol which yields incredible results.

**STEP 1: HANSON MANUAL THERAPY**

The core theory of HMT is that muscular imbalance is the cause of injuries and decreased performance. HMT utilizes patient muscle feedback with indicator muscle testing to select the primary points of treatment for each individual condition. HMT is unique in that it combines acupuncture meridian lines, muscle testing, and trigger point therapy to create a comprehensive soft tissue technique.

Hanson Muscle Therapy

**DID YOU KNOW?**

1. **Sports ChiroTherapy** combines effective techniques from three practices to get results.

2. **HMT** is an effective manual therapy which focuses on correcting muscular imbalances.

3. Reflex points can act as circuit breakers for pain and become overloaded, this leads to local or referred pain.

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**STEP 2: CHIROPRACTIC**

Reestablishing structural symmetry and function with manual and applied adjustments. Chiropractic functions to improve nerve pathways to neuromuscular connections.

**STEP 3: SELECTIVE FUNCTIONAL MOVEMENT ASSESSMENT**
SFMA is designed to break down the fundamentals of proper movement and to develop a specified exercise program to help re-establish authentic movement, strength, and coordination. Poor movement can exist anywhere in the body, but the brain is responsible for the poor movement patterns.

The unique combination of all 3 steps allows for the most efficient and long lasting return to optimal form and function.

GET A 1 HOUR SWEDISH MASSAGE WITH YOUR INITIAL CHIRO APPT.

The primary goal of Swedish is to relax the entire body. Techniques include circular pressure applied by the hands and palms, firm kneading, percussion-like tapping, bending and stretching.
CAN’T WAKE UP? 3 COMMON SLEEP DISORDERS

By santacruzcore on April 18, 2018

SLEEP DISORDERS AFFECT 75% OF AMERICANS, ANY OF WHOM COULD TELL YOU THAT DISORDERED SLEEP NEGATIVELY IMPACTS MOST AREAS OF LIFE.

The good news is that there may still be much to discover about these conditions. Although the effects of missed or disrupted sleep are well known to anyone, the neurological function of sleep is poorly understood by science. We know that we need it, but not precisely why. More and more research is being done on these common disorders. In the meantime, Santa Cruz CORE may also be able to help.
**INSOMNIA:**
Difficulty falling asleep or staying asleep

**SLEEP APNEA:**
Breathing becomes partially or completely obstructed during sleep

**SLEEP BRUXISM:**
Grinding of teeth involuntarily during sleep

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**INSOMNIA:**
Around 50% of people worldwide have a period of difficulty falling or staying asleep each year. 30% of the general population is afflicted with insomnia on a chronic basis. Potential causes are numerous, and cases without another co-occurring condition are relatively rare. Sometimes chronic insomnia is considered as more of a symptom than a disorder in itself. However, co-occurrence with other conditions does not necessarily indicate causation. In fact, there are many cases with no clear cause.

Common strategies for treating insomnia include exercise and addressing related conditions. By contributing to the production of anabolic hormones, the Vasper system at Santa Cruz CORE can thereby help improve sleep quality. Working with a CORE personal trainer can help mitigate the effects of stress, a common cause of insomnia. There is also some research indicating that the ancient art of acupuncture may be useful in addressing sleep difficulty.

**SLEEP APNEA:**
Obstructive sleep apnea (or OSA) occurs when breathing becomes partially or completely obstructed during sleep. OSA affects as many as 20% of adults. Causes may include obesity, large tonsils, and disorders of the endocrine and neuromuscular systems. People with OSA may not be aware of their condition, but interruptions to nocturnal respiration will cause a sense of fatigue during the day. The risk for OSA increases with age and exacerbated by drinking and smoking. Treatments for less severe cases include changes to diet, increased exercise, and weight loss. If being out of shape is affecting your quality of sleep, a Santa Cruz CORE nutritionist or personal trainer can help you make changes to your diet and exercise regimen. Acupuncture has also been shown to help with upper airway obstruction in some cases and is worth experimenting with before considering more invasive strategies, such as a sleep mask.

**SLEEP BRUXISM:**
As many as 13% of adults grind their teeth involuntarily during sleep, a disorder known as sleep bruxism (SB). Around 80% of people with SB are
unaware of having it, but in some cases, the activity may disrupt or prevent sleep. Long-term symptoms include pain in the jaw and damage to teeth or tongue. Psychological conditions such as anxiety associate with SB. This literally unconscious habit may be difficult to completely eliminate, but diverse possible solutions exist, including medical devices that protect the teeth, drug therapy, and even Botox therapy. Like most sleep disorders, SB often co-occurs with other diagnoses, so a holistic approach to sleep hygiene and stress can also improve the prognosis. Schedule an appointment with CORE’s osteopath to determine whether you suffer from a craniomandibular disorder (commonly associated with SB). Alternately, you can try Osteopathic Manipulative Therapy to improve joint function. Acupuncture has also been established to help with craniomandibular issues. Therapeutic massage might help alleviate tension or disordered movement in the jaw area.

These common sleep disorders are significant in their impact on quality of life, and can sometimes share a relationship or even originate from the same source problem. Sleep hygiene, which includes exercise and correct dietary habits, is the baseline approach to any of the major sleep disorders. Remember: much time and energy has gone into finding solutions, and treatment strategies for disordered sleep will likely continue to improve.

GET MORE WITH CORE!

If you are having problems sleeping, we at CORE may be able to help you find a solution. Osteopathic Manipulative Therapy and Acupuncture can alleviate many sleep disorders or habits which inhibit sleep comfort. Likewise, changes in diet and exercise can make a world of difference to one’s sleep habits. Our Vasper exercise system is a ≤20 minute workout that has been proven to help with sleep disorders. CORE is here to help you improve your quality of life by helping you achieve your optimal health! Contact us below and sleep well.

LOCAL DISCOUNT:

3 FREE VASPER SESSIONS

*Applies to first time Vasper clients only. Must show a valid ID.

Valid initial offer for new CORE Vasper clients only, may be combined with other offers.

CALL 831-425-9500 + info@santacruzcore.com (mention this post)
HAMSTRINGS ARE PERHAPS A WELL-KNOWN MUSCLE GROUP, YET MANY PEOPLE DO NOT KNOW EXACTLY WHAT THEY ARE USED FOR.

The hamstrings are the muscle group located at the back of the thigh and consist of the Biceps Femoris, Semimembranosus, and Semitendinosus. These muscles carry out everyday movements such as running and walking. More specifically they are used when flexing (bending) the knee, extending the thigh and assisting with external rotation of the hip. Proper training of the hamstrings is vital for lower back health. Additionally, it can increase performance in sports that consist of powerful lower body movements.

HAMSTRING HEALTH

Considering the amount of sitting Americans do on a normal basis nowadays, it is more important than ever to care for our bodies by continuing to move regularly and relieve any areas of the body that become tight due to sedentary habits. Regular, prolonged periods of sitting or inactivity cause the hamstring muscles to become weakened, compromising posture and core strength, ultimately leading to back pain. Luckily, proper training corrects many
The hamstrings attach to the posterior side of the pelvis, which is right below the buttocks. They insert at the back of femur behind the knee. If your hamstrings are tight or fatigued from a workout, you will likely feel sore at the back of the leg between the knee and the buttocks.

Strengthening and lengthening the hamstrings is important in maintaining proper pelvis alignment and core strength. In sports that require powerful movements such as running, jumping, or agile movements, the hamstrings work together with other muscle groups of the hips and legs to recruit muscles in the proper sequence and achieve optimal performance.

Prolonged periods of sitting cause the muscles at the front of the hip and thigh, collectively known as the hip flexors, to become shortened and tight. Conversely, it allows the hamstrings to remain inactive and lengthened for long periods of time and therefore become weaker. This can lead to a condition called anterior pelvic tilt, in which the pelvis tilts forward, causing an exaggerated arch of the lower region of the spine. As a result, the muscles of the lower back also become tight, leading to lower back pain and possible tightness at the front of the hips.

HOW TO IMPROVE YOUR HAMSTRING HEALTH:

To combat this, one would benefit from stretching the muscles located at the front of the hips and strengthening the hamstrings in order to realign the pelvis. Posterior pelvic tilt, on the other hand, occurs when the hip flexors are lengthened and the hamstrings are tight; this can be a result of a larger abdominal region which weakens muscles of the core, or in women who wear high heels on a regular basis, to name a few examples. The solution would be to lengthen the hamstrings and straighten the hip flexors.

There are simple exercises that can be done to strengthen and lengthen the hamstrings and improve the health of the lower body, spine, and core overall.

HAMSTRING STRENGTHENING EXERCISES:

Prone curls:

Using either a machine or lying on your stomach with the legs stretched out straight, bend at the knees bringing your heels toward your butt. Slowly lower and repeat. Be sure to keep your pelvis slightly tucked under to avoid arching your back.
Swiss ball curls:
Lying on your back, place your heels at the top and center of an exercise ball. Engage the core and press your heels into the ball to bring your hips off the ground. Starting in this position, keep the hips elevated as you bend at the knee to bring your heels toward your butt, keeping the heels in contact with the ball. Slowly return to the starting position and repeat.

Deadlifts:
Starting with feet hip-width apart, hold a weight in front of you with your palms facing in toward your thighs. Keeping a slight bend in the knee, pull your hips back so that your upper body lowers and your butt pulls back. The movement should come from a hinge at the hips. Pause at a point that feels comfortable, and squeeze the buttocks to bring your hips back to starting position.

Single leg:
Using the same concept as a standard deadlift, perform this one using one leg planted to add a balance challenge. As you hinge forward, maintain a slight bend in the planted leg, and allow the other leg to extend behind you. Be sure to engage your core throughout the entire movement and keep both sides of the hips square facing the ground.

HAMSTRING LENGTHENING EXERCISES/STRETCHES:
Hip swings:
Hips swings are an excellent way to loosen the back of the leg before or after exercise when the body is already warmed up. Gently swing one leg forward and back, only as high as is comfortable to avoid overstretching. Repeat 10-20 times.
Supine hamstring stretch (optional with a strap):
Lying on your back, place one leg flat on the ground. If your hamstrings feel extra tight, bend at the knee. With your hand behind the knee, gently pull the other leg toward the front of your body. You can also do this with a strap looped around your foot. Keep the leg mostly straight with a slight bend in the knee. Only pull as far as is comfortable to avoid overstretching.

Get More with CORE! Santa Cruz CORE’s team of trainers are well equipped to address any muscular imbalances. We design workouts to strengthen and lengthen all areas of the body, and we’re here to help you! Our sports chirotherapists and our osteopath can help you with musculoskeletal pain. Local to Santa Cruz? We’re offering $29 Functional Movement Screens!

Want to a quick reference to hamstring exercises?
Hamstring Exercises

There are simple exercises that can be done using little equipment to strengthen and lengthen the hamstrings and improve health of the lower body, spine, and core.

PRONE CURLS

Using either a machine or lying on your stomach with the legs stretched out straight, bend at the knee bringing the heels toward your butt.

Slowly lower and repeat. Be sure to keep your pelvis slightly tucked under to avoid arching your back.

Download our free Hamstring Exercises PDF!
SIMPLE LAND EXERCISES TO INCREASE SURF PERFORMANCE

By santacruzcore on April 5, 2018

SURFING AND WATER SPORTS ARE AMONG THE MOST EFFICIENT, RELAXING, AND REWARDING SPORTS ALL ARE EXCELLENT MODES OF EXERCISE FOR BOTH THE BODY AND THE MIND.

They typically require the involvement of the entire body, recruiting muscle groups large and small. Therefore, it results in a greater energy expenditure. The invigorating outdoor environment can make for the best workout setting, leaving one feeling peaceful and re-energized. For both those who enjoy water sports for leisure or who engage in high-performance water sports, there are a handful of training techniques that can be done on land to enhance performance in the water.

Dynamic warm-ups are ideal to warm the limbs up before a hard paddle out or swim session. Different training approaches maximize muscle endurance or muscle mass, depending on each individual’s needs. Muscle groups in the back, chest, and core can be strengthened on land to create more power in the water. Lastly, balance training is beneficial for many water sports, given the constant instability water provides.

DYNAMIC WARM-UP

A dynamic warm-up consists of warming up the limbs through various movements rather than traditional methods of static stretching. For example, a dynamic shoulder warm-up before surfing or swimming could consist of performing arm circles both backwards and forwards. A static stretch would be simply crossing one arm across the chest and holding it for a few seconds.

The former is becoming a more popular method as it familiarizes the body with movements carried out more intensely later into the workout. For example, it mimics movements of swimming freestyle or paddling aggressively to catch a wave. In addition, dynamic stretches do a more efficient job of lubricating the joints rather than simply stretching and releasing a muscle like a rubber band. As a result, there is a lower chance of injury. Dynamic warm-ups also help elevate the heart rate at the beginning of a workout. In turn, this results in a greater ease into heavier intensities. Post-workout, the body has cooled down and the heart rate has decreased; this is when static stretches are most helpful.
UPPER BODY STRENGTH AND ENDURANCE:

Most water sports require a great deal of upper body and core strength. Specifically, muscles of the back, chest, and abdominals are exercised extensively. Therefore, land exercises should target these muscle groups with an emphasis on building muscle mass or muscle endurance. Depending on the sport, one may benefit from increasing muscular endurance or muscle mass/strength. Muscular endurance refers to the ability to sustain repeated movement against resistance for a long period of time. Muscle mass, on the other hand, consists more of performing powerful movements that require heavier loads. Both are achievable with resistance training. Muscular endurance is improved through sets of lower resistance and higher repetitions. Muscle strength is acquired through heavier sets with lower repetitions and more rest in between.

HOW TO ACHIEVE MUSCULAR STRENGTH AND ENDURANCE:

Swimming, rowing, and surfing all rely on strength of the back. The latissimus dorsi is the large, flat muscle on the back that stretches to the sides of the arm. It provides much of the strength required to carry out these activities. Therefore, building the strength of the lats is beneficial. Lats are often built with exercises such as push-ups and rows. These exercises are efficient in that they train the lats, as well as muscles of the shoulders, biceps, and adjacent back muscle groups.

For activities like surfing that require the lower back to be engaged for long periods of time, exercises such as superman holds and hyperextensions can improve the strength of the lower back, spine, and core. Other exercises such as push-ups, chest flyes, and planks are all beneficial in increasing upper body and core strength, as they too work the muscles of the chest, triceps, shoulders, and abdominals. As with nearly any mode of exercise, lower body strength is important in establishing a solid foundation. Exercises such as squats, lunges, hip bridges, and deadlifts are efficient at working different muscle groups of the lower body.

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BALANCE TRAINING:

Balance training is extremely beneficial in both water sports and for general health overall. Given the ever-changing environment that water provides, balance is key to performance in the water, especially for sports like surfing. Even activities like rowing and kayaking require constant balance and adjustment from the muscles of the core and spine to remain upright. Certain exercise equipment such as medicine balls and bosu balls are helpful in creating an unstable environment on land and improving balance. A bosu ball, which stands for “both sides up,” is an extremely versatile tool that can be used with traditional exercises like squats, push-ups, lunges, and more, to create a more unstable surface. As a result, smaller stabilizing muscles, as well as deeper muscles of the core, must adapt to the constant imbalance. Performing push-ups with the hands-on medicine balls can provide the same effect.

In addition, when performing exercises such as shoulder presses and biceps curls that can be done standing up, challenge your balance by raising one leg off the ground or by standing on the flat side of the bosu ball with the domed side facing down. Performing exercises in a less stable environment on land will allow one to become more efficient in the water.

BUY YOUR GEAR TODAY!
Are you a surfer, swimmer, or rower? If you’re a water sports enthusiast, CORE is here for you! We regularly train and treat surfers, swimmers, and other athletes, and we’d love to help you too! Stop by CORE for Semi-Private Training or Personal Training to get you ready for that water, or reach out to our Chiropractors or our new Osteopath to treat musculoskeletal pain!

FITNESS TIPS FOR OLDER ADULTS TO KEEP YOU MOVING

By santacruzcore on March 30, 2018

THERE’S AN OLD WIVES’ TALE THAT YOU CAN’T TEACH AN OLD DOG NEW TRICKS.

However, when it comes to humans, the body is capable of learning new strategies to adapt to changes brought about by aging. Older adults, in particular, are more prone than any other subset of the population to falling. However, by continuing to exercise, things like muscle mass, bone density, balance, and stability can be preserved. This can keep individuals thriving long into old age and greatly reduce the risk of falls or injury.
BALANCE:
Exercise plays a major role in maintaining the body’s ability to adapt to the changes it faces with age. There are several reasons as to why it’s important to remain active throughout the later years. For one, as we age, we naturally experience a decrease in bone mineral density and lean muscle mass. In addition, our balance and stability can decrease, therefore increasing the risk for falls. Remaining active and continuing with some form of exercise as we age can significantly reduce the risk of chronic diseases such as cardiovascular disease, diabetes, and obesity, and allow us to remain independent for as long as possible. Exercise can also encourage older individuals to remain social, and the two go hand in hand with maintaining a good quality of life.

BONE HEALTH:
Bones naturally weaken with age. However, weight-bearing exercise induces a process in which bones lay down new material to strengthen existing bone. This can prevent arthritis and keep our bones healthy and strong, especially in the lower body which supports the load of one’s bodyweight.
Exercise is also crucial for maintaining a healthy body weight; a heavier body weight can weaken bones of the hips, knees, and ankles, increasing the chance of fracture or leading one to become sedentary.

MUSCLE MASS:
Lean muscle mass also decreases with age but is still attainable through resistance training. Lean muscle mass refers to the portion of our body weight that excludes the weight of body fat. A decline in physical activity can lead to a decrease in lean muscle mass and a proportional increase in body weight. Muscles that are weak are less capable of supporting body weight, maintaining posture, and helping one perform activities of daily living. A key role of muscles is to cause the skeletal system to move efficiently and without pain. Therefore, incorporating resistance exercises into one’s routine is the best way to continue moving and remain independent and pain-free. Body weight or lightweight exercises are beneficial for preserving muscle mass and muscular endurance.

Several exercises that are beneficial for older adults can be done with little to no equipment and in the comfort of one’s home or at the gym with friends! Performing compound exercises, which recruit multiple joints and muscle groups at once, are a great way to maximize a workout. Balance training should also be incorporated to maintain stability and reduce the risk of a fall.

EASY BODYWEIGHT EXERCISES:
- squat
- lunge
- wall push up
- calf raises
- standing marches

Cardiovascular exercises keep the heart muscle healthy and functioning efficiently. In addition to maintaining the health of the cardiovascular and respiratory system, cardiovascular exercises are also extremely beneficial for muscular endurance. Cardio doesn’t have to consist solely of running; the following modes of exercise are great cardio workouts and are enjoyable with friends:
CARDIOVASCULAR EXERCISES:
- brisk walk
- swimming
- dancing, Zumba, etc
- walking stairs

For individuals who use a wheelchair or are more comfortable seated, there are several exercises that can be modified to be done in a seated position.

SEATED STRENGTHENING EXERCISES:
- knee extension
- shoulder press
- triceps extension
- scapula protraction/retraction

Performing exercises that challenge balance increases our proprioception, which gives us the ability to carry out certain movements relative to our surroundings without much conscious thought. Balance training also recruits smaller muscle groups that are not always engaged as heavily during traditional lifting exercises.

BALANCE EXERCISES:
- bird dogs
- standing 1 foot
- single leg stand up from a seat/bench
- standing DL/toe touch
- standing hip abduction

Would you like to exercise more and become healthier for it? No matter what your age, CORE is here to help you meet all your fitness and wellness goals! We offer free initial assessments for Personal Training, not to mention Therapeutic or Corrective Exercise for chronic conditions or injuries. And, for
older adults, we’d recommend trying out our new hyperbaric chamber which can treat vascular and respiratory conditions, as well as migraines!

Contact us to get 2 for $99 special offer on Hyperbaric Oxygen Therapy!

SANTA CRUZ CORE

CALL 831-425-9500

(mention this post)
RESISTANCE TRAINING IS NO LONGER LIMITED TO WEIGHTS AND MACHINES.

Training involving balls, unstable platforms, and other devices to create an unbalanced environment has become increasingly popular in training settings. A bosu ball, which is short for “both sides up,” is an excellent tool to incorporate into one’s workout. If implemented correctly, they can improve balance, focus, and overall strength. Additionally, bosu balls are easy to store, transport, and find in most fitness facilities.

BENEFITS OF BOSU BALLS:

Using either side of the bosu during traditional strength, cardio, and core exercises creates an unstable surface for a more challenging variation. Similarly, implementing the use of a bosu ball to training routines has profound positive effects on posture. Additionally, it improves balance and greatly reduces the risk of falling. By training on an unstable surface, more stabilizing muscles are recruited to keep you balanced, therefore increasing strength and burning more calories.

Furthermore, research on the role of instability in resistance training has revealed that the increased stress put on the musculoskeletal system due to the effort to remain balanced has been postulated to promote greater neuromuscular adaptations. This includes decreased contractions, improved coordination, and confidence in performing a skill. In other words, the brain has to adapt to the environment and muscles must react accordingly, resulting in greater efficiency and control. Increased muscular activation resulting from the challenge to maintain balance places less stress on joints which is then beneficial for general musculoskeletal health and rehabilitation.

Balance training can be just as important for professional athletes in sports settings like surfing and skiing as it is for the average person. Likewise, as the human body ages, our ability to move efficiently and safely diminishes as a result of decreased muscle mass and bone mineral density. Balance training for older adults is then especially important in preventing falls and injuries.
Get creative with your workouts! Try implementing the bosu to the following exercises for an added challenge:

- Push-ups
- Mountain climber
- Squats
- Toe taps
- Lunges
- Bosu burpee
- Superman hold

Would you like to experiment with balance training? Come to CORE to work out with our personal trainers! Similarly, if you have muscular imbalances, check out our Chiropractic services!

BUY YOUR GEAR TODAY!
SOURCES:

https://search.proquest.com/openview/6f3f2afdc6f76d5287e583e2676dbb8f/1?pq-origsite=gscholar&cbl=30912


HOW YOUR POSTURE MAY BE RUINING YOU!

By santacruzcore on March 15, 2018

HAVE HEARD THE SAYING, “SITTING IS THE NEW SMOKING.”

If we take a look at the modern American lifestyle, it’s obvious that sitting now dominates much of our daily activity. From meals to jobs to entertainment and transportation, sitting is a large part of both home, work and social life. A sedentary lifestyle is associated with weight gain, which can lead to an increased risk of developing preventable cardiovascular-related diseases. However, the extra weight also puts more stress on our bones and joints. Plus we can move how we want to, we tend to injure easier and feel tight all the time!

Studies have revealed that prolonged sitting increases the risk of developing several serious illnesses. Illnesses include various types of cancer, heart disease, and Type 2 diabetes. Decreased physical activity takes a major toll on our musculoskeletal system as well.
WHAT HAPPENS TO OUR BODY WHEN WE SIT?

Prolonged sitting causes the hip flexors, the muscles in the front of your hips, to become tight. This can offset posture and lead to lower back pain. Lower back pain is a chief complaint among more than 70% of the population in the US, according to the World Health Organization. Not only that, it is the leading cause of activity limitation and work absence throughout much of the world. In addition, it allows the core muscles, both anterior (abdominals) and posterior (back muscles), to become weak. Weak core muscles make it difficult to maintain good posture, balance, and prevent injury.

Sitting can also take a toll on the muscles of the neck and upper back, especially if a lot of time is spent working in front of a computer. Many end up craning their neck to look at a screen or type on a keyboard. This posture causes the muscles of your neck to support the extra weight of your head. This can result in headaches, neck aches, backaches, and radiating pain to other areas of the body. Muscles of the chest and shoulders can also become excessively tight as a result of poor posture. The result of all of these negative effects on the musculoskeletal system is weak and easily fatigued muscles, muscle imbalances, and chronic pain.

WHY GOOD POSTURE SUPER IMPORTANT?

Good posture is necessary for maintaining overall health and wellbeing. However, it can also prevent injury and chronic pain down the line. This ultimately reduces the number of days absent from work and normal daily activities. Wherever you are, small adjustments can be made to improve posture and benefit your body long term. Benefits include reduced pain, improved mood, and decreased risk of injury. Likewise, if you spend a significant amount of time standing, small improvements can be made to prevent harm to the musculoskeletal chain.

Improving your posture is a habit that at first requires conscious thought. But like riding a bike or playing an instrument, the more you practice, the more it becomes second nature. These following adjustments to practice throughout your day can significantly improve posture, reduce your risk for muscular imbalances, injury, and chronic pain. This can ultimately lead to a better quality of life, pain-free!
WORKPLACE SOLUTIONS:
There are many simple workplace solutions which can improve one’s posture. One solution is to use a standing desk. Standing desks allow you to adjust your workstation in such a way that encourages good posture. You are therefore less likely to develop tight muscles and other problematic conditions such as carpal tunnel.

Investing in a quality desk chair is another step that can be taken in order to ensure that when sitting, your back and abdominal muscles are positioned in a way that engages them without creating an imbalance due to slouching. Chairs with a built-in lumbar support, specifically those with a curve in the lower back, support the natural curvature of the spine. Postural control muscles can then be engaged, whereas poorer quality chairs that encourage slouching allow the muscles to disengage and weaken.

Sitting on a blow-up exercise ball provides a similar solution in that it forces you to sit more upright and engage the muscles of the spine and core. By keeping the muscles of the spine and core engaged with these simple changes, you’ll stay more alert and burn more calories throughout your day!

GET MOVING!
Walk or bike instead of driving whenever possible. You’ll save money on gas, get your heart rate up, improve muscle endurance, burn more calories, and spend less time seated! Take short breaks throughout your day to stand up, stretch, and walk around.

Correct Your Posture!

Unlock knees, maintain slight bend.

Tuck tailbone under, pull belly button toward spine to decrease excess curvature.

Roll shoulders back and down.

Maintain neutral neck.

Roll shoulders back and down

Maintain neutral spine and neck by pulling upward from crown of head.

Maintain neutral neck by pulling up and back from crown of head.

Would you like to learn more about good posture and the way your body works? Come to CORE to get a postural assessment or visit our chiropractor to relieve back pain! We want to help you get out of pain, but more importantly, improve your habits to result in a healthier, happier you!

CONTACT SANTA CRUZ CORE FITNESS + REHAB TO GET YOUR INITIAL CONSULTATION AND FUNCTIONAL MOVEMENT SCREENING (FMS) WITH OUR PERSONAL TRAINERS: 831-425-9500 OR INFO@SANTACRUZCORE.COM

Sources:
Sitting Is Killing You
HYPERBARIC OXYGEN CHAMBERS NOT JUST FOR THE BENDS ANYMORE! (VIDEO)

By santacruzcore on March 7, 2018

Hyperbaric oxygen therapy involves placing a patient in an environment of pure oxygen under three times the air pressure. This allows for an increase in oxygen uptake by the lungs and oxygen delivery to healthy or injured tissues. There is a higher oxygen demand associated with tissues undergoing repair in the body, this means that one requires more oxygen to recover from anything like an infection to an injury.

Hyperbaric oxygen therapy is commonly used for the treatment of decompression sickness (the bends) in divers. Individuals with conditions which interfere with healing such as diabetes or radiation sickness can also benefit from hyperbaric oxygen. Additionally, hyperbaric oxygen is found to trigger the release of various growth factors and stem cells which facilitate healing.

Hyperbaric Oxygen (H.B.O.T.) therapy has been used for decades in wound management, toxicology, diving complications, and to treat vascular deficiencies. By its nature, it stimulates the immune system. It is now being used to treat concussions, migraines, and even to boost results of Prolotherapy. For example, HBOT increases the yield of stem cells harvested from adipose tissue for Stem Cell treatment.
COMMON CONDITIONS TREATED:

- Decompression Sickness
- Vascular Problems
- Respiratory Infections
- Migraines headaches

LEADING BENEFITS:

- Facilitated healing
- Stimulation of Growth Factors
- Stimulation of Stem Cells

IF YOU ARE INTERESTED IN TRYING OUR HYPERBARIC OXYGEN CHAMBER AT SANTA CRUZ CORE, GET 2 FOR $99 FOR 60 MINUTE SESSIONS!

(REG. $150 EACH)

Call us at 831-425-9500 and info@santacruzcore.com
IT IS A WELL-KNOWN FACT THAT HUMANS ARE COMPOSED OF NEARLY 70 PERCENT WATER!

The earliest humans relied on water as a source of safety, food, navigation, and even recreation. This may not come as a surprise as about 70 percent of the earth’s surface is water. As we’ve evolved, water has become one of the largest sources of recreation and pleasure.
Today, it provides one of the best means of exercise. According to Wallace J. Nichols, author of “Blue Mind”, 38.7 percent of the U.S. participated in some type of water recreation and exercise. Exercises include fitness swimming, surfing, scuba diving, jet-skiing, fishing, sailing, canoeing, kayaking, and stand-up paddle-boarding in the year 2012. Around the world, over 500 million people choose water-based recreation as a means of exercise as well as fun.

**WHAT ARE THE BENEFITS?**

**BODY**

Swimming is an incredible workout for the mind and body, especially the respiratory and cardiovascular system. You don’t need to be the next Michael Phelps to reap the benefits of swimming for fitness. Due to the buoyant forces of water, swimming is easy on the joints. Thus, swimming makes an excellent workout for those who may be disabled, recovering from injury, or dealing with arthritis or other joint-related conditions. Another benefit of swimming as a means of exercise is convenience. To swim, one only needs themselves and a body of water. In fact, training in open water is comparable to resistance training due to the presence of winds, currents, and ever-changing conditions.

Swimming is optimal for respiratory health and endurance. Large muscle groups of the body, such as those in the arms and legs, work hard to propel you through the water. Meanwhile, smaller muscles involved in inspiration and expiration work to keep you breathing. As a result, the lungs receive a greater volume of blood. Water exerts pressure on the chest wall, causing the lungs to work up to 60 percent harder to breathe. In other words, as you tone muscles of the arms, back, core, and legs, respiratory muscles are improving their strength and efficiency as well. The muscles benefit from greater overall circulation as they receive larger amounts of blood.

Another reason swimming is a highly efficient workout is due to the fact that it expends a great amount of chemical energy. This requires a greater amount of work done by the muscular system to both lengthen and contract muscles with each reach and pull, resulting in a large caloric expenditure.

**MIND**

Swimming has profound cognitive effects as well. By initiating the release of endorphins and endocannabinoids, swimming reduces the brain’s response to stress and anxiety. In fact, some theorize that the feelings of relaxation produced by a good swim workout are related to the same “relaxation response” triggered by activities like hatha yoga. This is due to the deep rhythmic breathing swimming causes, which help put swimmers into a quasi-meditative state.

In addition to creating a rhythmic, relaxing experience for the mind and body, swimming actually provides a learning experience for the brain. After birth, humans are equipped with innate skills that allow us to easily crawl and eventually stand and walk. Swimming, however, is a learned skill; even though we spend our first nine months of life in water, we are not quite born with a natural ability to swim. As we learn to swim and continue to as a means of exercise, we experience an increase in the number of new neurons in the region of the brain linked to learning and memory. With this increase in neurons comes greater cognitive functionality. Regular exercise, especially swimming, can help preserve our cognitive abilities as we age.

**IS IT FOR YOU?**

It’s clear that swimming has unique effects on the body and mind, making it a great mode of exercise and leisure for people of all ages and ability. Swimming provides a challenging yet relaxing experience resulting in improved overall strength and cardiovascular endurance. The effect that being in water has on us as humans is beneficial for our mental and physical health as it has been proven to make us significantly stronger and happier.

Would you like to know more ways to become fitter and happier? Visit CORE to speak to a personal trainer about achieving your fitness goals and becoming a better you! If you are looking for other exercises to produce positive cognitive effects, check out our Acupuncture sessions (great for relieving stress), or look into our Therapeutic Exercise services!

Santa Cruz Waves readers, get 2 one-hour Swedish massages for only $99! Can be upgraded and for first time massage clients only, call 831-425-9500 or email to book: info@santacruzcore.com
Go and see the Oscar nominated film, Shape of Water in Santa Cruz!

GET FIT WHILE YOU SLEEP (VIDEO)

By santacruzcore on February 15, 2018

THE HEALTH BENEFITS AND IMPORTANCE OF A SLEEP SCHEDULE ROUTINE. NEW-ERA LIFESTYLE HABITS CAN LEAD TO ADVERSE EFFECTS ON BOTH SLEEP AND LIFE QUALITY.

With bedtimes becoming a thing of the past for most Americans, sleep disorders and low energy levels are becoming more prominent. Lifestyle demands and habits many of us take for granted can disrupt rest. Not only that, but they can contribute to an increased risk for the development of neurodegenerative disorders. Having a healthy sleeping schedule is essential for performing well in everyday tasks. It also serves as a corrective measure to the harmful habits that negatively affect sleep.
The light from electronic devices at night, for example, can affect melatonin release times and levels which affect the circadian cycle. Certainly, the science behind lifestyle effects on rest patterns and quality is not black and white. Still, one can associate certain lifestyles with an increased risk for poor rest quality and the development of sleep disorders.

**WHAT HAPPENS AT NIGHT**

While we sleep the brain and body undergo a series of very important physiological processes. During this time there is repair of tissue, consolidation of memory, processing of information, clearing of toxins, and energy recovery (Foster, 2016). All processes happening during the sleep state are essential to one’s wellbeing. Disruptions between a personal rest cycle and the biological clock can lead to stress rather than rest. Stress is known to have negative effects on various aspects of health including cardiovascular, reproductive, and immune pathologies. It is important to have a sleeping cycle in sync with the biological clock to achieve maximum rest during sleep.

**THE STAGES OF SLEEP**

When we sleep, the brain undergoes a series of chemical and hormonal oscillations. These fluctuations help define the different stages of sleep. There are four stages of sleep, N1 (drowsy), N2 (light sleep), N3 (deep sleep), and REM (rapid eye movement). These stages cycle on and off every 20 minutes or so throughout the night (Zak, 2016). N3 (deep sleep) and REM are especially important stages of sleep when it comes to recovery and memory processing. Spatial memory is consolidated (like learning to play the guitar) during deep sleep. On the other hand, REM helps process information such as details about a lecture from class.

REM sleep is especially interesting because the brain is very active while the body remains essentially paralyzed. Neurotransmitters of wakefulness like norepinephrine and histamine are active during this state. EEG readings of REM sleep resemble those of wakefulness. It is believed that this is where lucid dreaming and sleep paralysis can happen, by becoming aware of the sleep state.

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**Sleep Schedule Tips**

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TIPS FOR A SLEEP SCHEDULE

Keeping a sleep schedule and a bedtime can be difficult especially since most of us don't have the leisure time we did as children. A sleeping schedule can start by switching some unhealthy habits for ones that will result in better sleep quality. Here are a few tips to help start and maintain a healthy sleeping schedule:

KEEP A SLEEP DIARY:
By keeping a diary, one can begin to understand the current cycle developed through lifestyle and habit. Understanding how a habitual rest cycle derives from a biological one is key to begin correcting it to achieve restfulness. Times at which sleepiness occurs should be recorded. This includes times in the middle of the day as well as very late at night. Records allow you to gauge any significant derivations for times of rest according to the biological clock and melatonin levels. These levels often change with age.

If the inability to maintain sleep heavily affects energy levels during the day and is affecting overall lifestyle performance, a sleep specialist should be consulted. A diary is a great way to get to know where you stand on the ability to rest and feel fresh the next morning. It can also be fun to record dreams which you remember the next day; many people find significance behind their meaning.

AVOID CAFFEINE AFTER 2 PM:
Stimulants of wakefulness such as caffeine can contribute to one’s inability to fall asleep, maintain asleep, or feel energized. Coffee, soda, and energy drinks especially can have an effect on one’s rest and contribute to dehydration. It is better to avoid such beverages in the afternoon and especially during the late hours of the day.
CONTROL FOR LIGHT STIMULI:
For many, watching a tv show or surfing the internet on the phone is a common habit before bed. But the light stimulation from these devices can have an effect on melatonin release and its ability to induce sleep. One should avoid light stimuli at night but not in the morning. By taking a walk outside or simply enjoying the morning sunlight from a window, the light will help reduce melatonin levels. It can also promote more alertness during the day.

EXERCISE DURING THE DAY:
Exercise during morning hours can help regulate hormones and energy levels to promote a better night's rest. Caffeine in morning hours can also help regulate energy levels to promote alertness during the day and sleepiness at night. Exercising during late hours may aggravate one’s ability to fall asleep if problems already exist. Exercise releases a series of hormones to promote alertness like cortisol and norepinephrine, elevated levels of these hormones can induce wakefulness rather than sleepiness during bed hours.

Do you have more questions about wellness or how to maintain a sleep schedule? Stop by Santa Cruz CORE and speak to our nutritionists about the effects of caffeine, or enjoy a fitness session with one of our many personal trainers to help promote a better night's rest! We want to help you live to the fullest, whether it be getting out of pain or simply having a fulfilling night’s sleep!

SANTA CRUZ WAVES READERS GET OUR LOCAL OFFER RATES FOR AN INTRO CHIROPRACTIC ASSESSMENT + TREATMENT PLUS GET A 1 HOUR SWEDISH MASSAGE FOR JUST $79!
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Sources:
A SQUAT IS A FUNDAMENTAL EXERCISE THAT WHEN DONE PROPERLY HAS PROFOUND BENEFITS FOR THE LOWER BODY, CORE, BACK STRENGTH, POSTURE, AND OVERALL PHYSIQUE.

Squats strengthen the thighs, hips, buttocks, back, and core. The muscle groups strengthened through squat exercises help perform many other movements and exercises such as running and cycling. Many general and specialized training programs use this fundamental exercise for both the average person and elite athletes. When performed improperly, however, an incorrect form can lead to pain, muscle imbalances, and even injury. Therefore it is crucial that one squats with proper form, and working out with a personal trainer is the best way to ensure it is done correctly. Any muscular imbalances that present themselves during a squat can be corrected with the supervision of a personal trainer. Once the proper form has been mastered, there are endless variations of a traditional squat that can be used to enhance training, improve balance, and keep exercise fun.

Different equipment can be utilized to develop the framework for quality squat form. For example, using a band looped around the legs just above the knees ensures that the legs are pushed slightly outward during the movement, engaging the external rotators and other muscle groups that support a proper squat. A Swiss ball can be placed behind the back and up against a wall for extra spine support.
To practice good form, squats can first be done using simply your own bodyweight. Once one has developed a strong foundation with proper form, different equipment can be incorporated to create more of a challenge. Dumbbells, barbells, and kettlebells can be used to add weight. Bosu balls and balance boards provide an added challenge to improve balance and stability, and resistance bands can increase the intensity for an extra burn and provide support for proper form.
Proper Squat:
- Head facing forward
- Shoulders back and down
- Chest open
- Neutral spine
- Core engaged
- Hips back
- Knees in line with toes
- Feet hip width apart

Improper Squat:
- Head protruding forward
- Chest facing down
- Arched spine
- Legs collapse inwards
- Knees in front of toes
Neutral Spine
Feet hip width apart
Hips back
Knees in line with toes
Squat until thighs are parallel to ground, then return to start

**IMPROPER SQUAT FORM:**
- Head protruding forward
- Chest facing down
- Arched or rounded spine
- Knees in front of toes
- Legs collapse inward

**When using a barbell, be sure to place bar below the neck, in between the shoulder blades. This ensures that your head, neck, and spine all remain in one line and will keep the head from protruding forward.**

**If you experience tightness in your calves or hamstrings, heels can be elevated on a mat or plate.**

**SQUAT VARIATIONS:**
- Barbell squat
- Dumbbell squat
- Kettlebell squat
- Closed loop band
- Bosu squat

There are no photos with those IDs or post 988117 does not have any attached images!

Are you trying to get into shape? Learn how to execute a proper squat and learn more fitness tips at Santa Cruz CORE Fitness and Rehab!

**CALL 831-425-9500 AND INFO@SANTACRUZCORE.COM**

Want to keep a reference of the proper way to squat? Download our free guide below!

**Download our free Squat Guide PDF**
AS A FOLLOW-UP POST TO, WATCH OUT FOR THESE TWO COMMON SURF INJURIES! HERE ARE TWO HELPFUL METHODS TO KEEP NEW INJURIES AWAY AND ALSO STRENGTHEN YOUR UPPER BODY FOR PADDLING, SURFING AND ALL AROUND ACTIVITIES.

In this video you will learn from Jaimi Jansen, founder of Santa Cruz CORE Fitness + Rehab, on the top two most common injuries for surfers. Watch as she goes over the muscles involved in surfing and proper ways to treat soreness and injuries. Jaimi gives you two exercises to further strengthen your bodies as well as instructing proper form when doing a push-up or one-arm lateral raises.

**EXERCISE 1**

A myofacial release areas, on the shoulder by using hard balls, foam rollers and yoga blocks.

**EXERCISE 2**

Serratus push-ups to strengthen the serratus which helps to stabilize the shoulder. The serratus protracts the scapula and helps the shoulder blade to lay flat against the ribcage.

Santa Cruz CORE is the local integrative health and wellness center, now with a new location in Watsonville. Their unique method of integrating several fitness and wellness modalities allows us to be a one-stop wellness shop, specializing in a whole body approach to preventative, rehabilitative and overall healthy lifestyle solutions.

**Live in Santa Cruz County?** Get our local’s only offer on Sport Chiropractic treatments and a one hour Swedish Massage for only $79! Contact us at 831-425-9500 or email, info@santacruzcore.com and be sure to mention SCwaves.
CARDIO... MORE TO IT THAN JUST RUNNING

By santacruzcore on January 25, 2018

CARDIOVASCULAR, OR ENDURANCE EXERCISE, IS VITAL IN MAINTAINING THE HEALTH OF THE HEART, CARDIOVASCULAR, RESPIRATORY, MUSCULAR, SKELETAL SYSTEMS, AND MORE.
Cardio produces a plethora of benefits including improved muscle tone, muscular endurance, and strength. It also has protective effects against diseases such as cardiovascular disease, Type 2 Diabetes, and obesity. As such, cardiovascular exercise is a major component in most exercise programs aiming to reduce weight and body fat. Running, swimming, and biking are common forms of cardiovascular exercise. However, most bodily movements can be considered cardiovascular exercise. What’s even better, cardio can be done just about anywhere, anytime, with very little to no equipment (#nogymrequired).

Cardiovascular exercise can consist of any sort of movement that increases the heart rate. Benefits of cardiovascular exercise include increased blood flow, delivery of nutrients, and transport of waste out of the body. When the heart regularly experiences increases in heart rate from cardiovascular exercise, it becomes more efficient at pumping blood. Cardio also strengthens most major muscle groups in the body. This is vital for maintaining healthy bone mineral density, muscle mass, core strength, posture, balance, and overall muscle health.

Cardio also plays an important role in proper functioning of the endocrine system. This consists of hormones tasked with maintaining homeostasis, or normal daily bodily conditions. These hormones operate to regulate sleep, growth and development, metabolism, mood, reproductive health, blood glucose levels, and more. Increased blood flow during cardiovascular exercise permits the transmission of certain hormones and stimulates the release of growth hormone. Growth hormone operates to regulate glucose and fat levels, and aid in muscle regeneration and recovery. Older adults naturally experience reduced levels of growth hormone. Consequently, cardiovascular exercise is especially beneficial for this age group.

ACHIEVING YOUR CARDIO GOALS

The key to maintaining cardiovascular health is finding any form of movement that is enjoyable and raises the heart rate for a moderate duration of time. The American College of Sports Medicine recommends 150 minutes per week of light to moderate intensity cardiovascular exercise or 75 minutes per week of vigorous intensity exercise. Unfortunately, many fail to meet these guidelines.
The best and most sustainable forms of cardiovascular exercise are those which are enjoyable. Running is an excellent form of cardio that strengthens major muscle groups of the lower body. However, if running is something you find difficult or unenjoyable, fast walking, hiking, dancing, and bodyweight circuit training are also viable options. A circuit of bodyweight exercises such as jumping jacks, squat jumps, burpees, and jump roping is another great way to get the heart rate up. Likewise, many outdoor activities such as cycling, swimming, rowing, and walking stairs can be quite enjoyable. In fact, the best form of cardiovascular exercise consists of a mixture of any kind, as the body quickly adapts to repeated bouts of the same exercises. Lastly, studies have shown that exercise regimens are more sustainable and enjoyable when they're done with friends. Exercising with a buddy can boost self-esteem, promote accountability, and create long-lasting healthy habits.

Get more with CORE

We offer a variety of services and classes to help you improve cardiovascular and overall health!

Get 3 Free Sessions on our VASPER Exercise machines here!

Learn more about it, watch the video:

Find a buddy and sign up for any of our group fitness classes!

2018 IS YOUR YEAR TO SHINE!
WATCH OUT FOR THESE TWO COMMON SURF INJURIES

By santacruzcore on January 18, 2018

SURFING PUTS A CONSIDERABLE AMOUNT OF STRESS ON THE BODY!

This stress often leads to common surfing injuries that can not only affect your athletic performance for surfing, but could also evolve into chronic conditions such as tendonitis. From temperature to the height of the tide, a surfer's body must overcome a series of physical and environmental challenges.

When surfing, a person must expend significant amounts of energy to maintain proper physiological functions (like body temperature). Facing these waves are no easy feat. Great force caused by powerful waves is constantly affecting the surfer's body.
The repetitive motions carried out while paddling can be detrimental to the joints and supporting muscles of the shoulder. As a result, shoulder pain and/or injuries are quite common amongst inexperienced and even experienced surfers.

If one doesn’t warm-up and stretch properly before going to surf, the paddling motions which require excessive use of the glenohumeral joint (ball and socket joint) for rotation can damage supporting muscles of the shoulder. Shoulder bursitis (inflammation of the bursa) is common when there is overuse of the shoulder or an injury. During arm elevation, the bursa (found between the acromion and the supraspinatus tendon) acts as a cushion which gets squeezed. Tears and inflammation of supporting structures of the shoulder joint, like the bursa, are the most common sources of pain amongst surfers.

Many athletes find that chiropractic treatment is very helpful for injuries related to surfing since the discipline focuses on musculoskeletal dysfunctions. Sports ChiroTherapy™ is especially beneficial for treating surfers’ shoulder pain. It combines techniques from chiropractic, muscle-trigger point therapy, and corrective exercises to treat dysfunction and prevent further injury.
MUSCULAR IMBALANCE

The paddling and swimming motions which result in a very strong upper body can also cause uneven muscular pulls that can affect overall body alignment. Muscular imbalance can result in physical and emotional stress as well as overuse of selective motions. As a muscle shortens and contracts, a pull is created on the opposing muscle. This opposing muscle will then lengthen and stretch, which can ultimately lead to muscular imbalance. Shortened muscles, due to extensive repetitive use, can cause a “pull” on a joint which leads to a greater overall physical imbalance.

Muscular imbalance can affect the athletic performance of any individual. When present, the imbalance forces the body to compensate for the added stress. This can lead to tight muscles, inflammation in deep levels of musculature, and decrease one’s range of motion. Over time, if not addressed, muscular imbalance can aggravate other musculoskeletal disorders that are more likely to develop with age. Examples of such disorders include osteoporosis, arthritis, and fibromyalgia.

Muscular imbalance is a big player in surfer shoulder pain. The balance of the shoulders is thrown off by certain muscles becoming stronger than those opposing them, such as muscles used for swimming motions. There is an outward pull from the strengthened arm muscles on the shoulder joint. Chest muscles are also part of the scheme. These muscles are extremely powerful as we tend to do everything in front of us. If not properly stretched, chest muscles create an inward pull that can restrict the overall range of motion of the shoulder. Corrective exercises and muscle trigger point therapy (HMT) are very effective treatments for such injuries.

If you would like to get checked out for these two common injuries, please drop into CORE for a new consultation for those shoulders!

Call 831-425-9500 or email us: info@santacruzcore.com

Mention this post to get our Local’s Only special offer for SportsChiro and a one-hour Swedish Massage for only $79!  (Valid for new clients only, local ID required)
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WHAT MAKES A GOOD TRAINER?

By santacruzcore on January 10, 2018

FINDING A PERSONAL TRAINER FOR YOU CAN BE TOUGH, ESPECIALLY IF THE FIRST TIME WORKING OUT WITH SOMEONE THAT’S NOT JUST A BUDDY FRIEND.
A personal trainer is a fitness professional who will guide and motivate an individual through a series of exercises that will get that individual closer their respective fitness goal. Some of the most common fitness goals include weight loss, toning, muscle building and rehabilitation from injury.

Whichever the fitness goal may be, here are four tips one should consider when picking a personal trainer:

CREDENTIALS:
There are many fit individuals out there that can call themselves personal trainers, but are they really? It is important that the individual who will be providing the fitness regimen and advice is accredited by an organization that is well recognized, preferably a nationally accredited institution like The National Academy of Sports Medicine (NASM) or the American Council on Exercise (ACE) are good examples. This lets us know that the individual has certain knowledge about the body and exercise that is expected of a fitness professional and is not just making it up. This knowledge ranges from knowledge of the body, muscles, and metabolism to how to prevent injury during a workout and maximize results. A real professional has credentials to prove it.

AUTHENTICITY:
Everybody can preach about what is good for the body or simply repeat something they’ve read online, but do they follow their own advice? An authentic
fitness professional does must more than preach fitness, they embody it. Furthermore, having a trainer that is fit lets one know that the advice comes from experience and actually leads to desirable results. Be sure to pick a trainer follows their own advice.

READ MORE >> WHY YOU SHOULD WORK OUT WITH A PERSONAL TRAINER!

COMPATIBILITY:

Personality matters! For some, the tough, military-like approach works well in pushing oneself and holding accountability for a workout, but some might dislike it. If one is insecure for example, having someone screaming at your ear might not be the best approach.

Maybe a more mellow, thoroughly explained approach works best or maybe even a cheerful fellow whose positive attitude you find motivating.

KNOWLEDGE:

How much does the trainer know? Do they have the knowledge to back-up their credentials? This is crucial to having a healthy and successful workout. The trainer must show actual knowledge of how to do a proper warm-up, a proper stretch, which exercises work best, and how to deal pre-existing injuries or conditions.

They must also have basic knowledge of calories, nutrition, and healthy methods to achieve desirable results (and know why they work!). This is what separates a phony from a professional.

Contine reading →
WHY YOU SHOULD WORK OUT WITH A PERSONAL TRAINER

By santacruzcore on January 3, 2018

WHY SHOULD ONE WORKOUT WITH A TRAINER?

The body is a complex and ever-changing system that must be studied and understood with proper care and maintenance. It is essential that one not only exercises to promote good health and well being, but one remains injury free while doing so.

Individuals usually have very specific fitness goals when starting a new training regime. Such goals are more easily achieved with the help of fitness professionals who can not only be a partner in crime but also advise, guide, and act as a mentor. Below is a short overview video about the benefits of working 1:1 with a private personal trainer, thanks to Beau Jansen, CORE Pro Elite trainer.

Some of the most common fitness goals include weight-loss, body toning, strength-training, sports performance, and physical rehabilitation. Whichever the goal may be, everyone can benefit from working out with a personal trainer!

Here are the three top reasons why you should workout with a personal trainer (especially with trainers at Santa Cruz CORE):
1. FASTER RESULTS:

It is one thing to read up online about exercises that give fast results, but it is a whole nother to do it. When you workout with a personal trainer you are working out with someone who has experience in the field and KNOWS what works, not someone who just read it up online. These are people capable of guiding you through the correct execution of each and every exercise and maximize efficiency. Personal trainers also keep track of individual improvement, from how many (correct) push-ups you can execute to eating habits and lifestyle.

2. CUSTOMIZED TRAINING:
Personal trainers are fitness and movement professionals get paid to design a workout regimen specific to the client. This means that they take various aspects into account when planning out this routine, this includes but is not limited to eating habits, lifestyle, past injuries, medical conditions, and physical capacity. This also ensures that the most effective exercises are carried out properly without personal injury. In the case of pre-existing injuries or physical impairments, they can help you work around the problem and provide exercises that will correct for such shortcomings. Trainers at Santa Cruz CORE are exceptional at this!! Personal training at Santa Cruz CORE, for examples, starts with a Functional Movement Screening (FMS) in which a trainer assess the functions and dysfunctions of the body. A fitness routine is much more effective when you take all aspects of a person's lifestyle and body into account.

3. MOTIVATION:

A personal trainer can help you hold yourself accountable for working out. These are people that have gone through every phase of the exercise and are living representations of what determination can achieve. Often times one tends to develop a unique friendship with trainers and they become a person you can talk to which is very therapeutic. Social interaction also helps take the edge of the commitment that is a workout routine, workout time becomes associated hangout time and you can push for new limits.

JUMP START YOUR 2018 GOALS WITH A PERSONAL TRAINER!
SCHEDULE A FREE CONSULTATION WITH ONE OF SANTA CRUZ CORE’S AWARD WINNING PERSONAL TRAINERS CALL 831-425-9500 EMAIL INFO@SANTACRUZCORE.COM (MENTION THIS POST).
WHY ADDING VARIETY IS GOOD FOR YOUR DIET

By santacruzcore on December 6, 2017

EATING THE SAME HEALTHY MEALS DAY IN AND DAY OUT CAN BE A SMART WAY TO CUT DOWN ON THE AMOUNT OF TIME YOU SPEND DOING MEAL PREP, AS WELL AS A TRICK FOR MAINTAINING
WEIGHT LOSS LONG TERM. HOWEVER, IF YOU CHOOSE TO EAT ONLY THE SAME MEALS EVERY DAY, YOU NEED TO BE AWARE OF THE NUTRITIONAL CONSEQUENCES – MAINLY, VITAMIN DEFICIENCIES. ADD VARIETY TO GET THE MOST OUT OF YOUR DIET.

Eating the same thing every day may cause your body to be deficient in essential micronutrients, like zinc and manganese. To ensure that you are getting all the proper nutrients your body needs, you can take a high-quality multivitamin (food based is best).

DEFICIENCIES TO WATCH OUT FOR

- **IRON:**
  One of the most common deficiencies in the United States is iron-deficiency anemia. Iron is needed for the proper generation and function of red blood cells whose primary role is to deliver oxygen to different parts of the body. When one lacks iron, the red blood cells aren’t capable of delivering enough oxygen to where it is needed and in turn results in the feeling of fatigue, pale skin, and brittle fingernails and hair. Dark green vegetables like kale and spinach are high in iron, so are kidney beans and other legumes.

- **VITAMIN D:**
  Yet another deficiency that is quite common is vitamin D deficiency. Vitamin D is synthesized by the skin in response to sunlight exposure, but it can also be consumed from food. This deficiency is characterized by muscle weakness and loss of bone density which results in a higher risk for fractures.

**WHOLE FOODS VS. SUPPLEMENTS**

It is always best to get your vitamins from natural food sources whenever possible, so one trick might be to swap out one healthy ingredient for another (for example, if you usually have strawberries in your morning smoothie, swap it out for blueberries or banana a couple times a week).

Routinely eating the same food is only a good idea when you have analyzed your food to ensure you are getting proper levels of all macronutrients and micronutrients. Although a multivitamin is a good idea for ensuring that we reach a daily intake of all the essentials nothing beats food.

**HOW IS FOOD BETTER?**

An example is eating an apple or orange versus simply taking a vitamin C supplement. While the supplements help you, rest assured that you’re are getting your daily vitamin C intake. The benefits from a remain unmatched.

Fruit provides much more than vitamins, it provides filling fiber, protein, a handful of vitamins and it has a stimulating effect on your metabolism. This ensures that the Gastrointestinal tract is also well, not just vitamins levels circulating your blood, the human body gets fuel from food, not just vitamins.

**PLAN OF ACTION**

To ensure that you are nourishing your body with everything it needs it is recommended to consult a nutritionist before starting such an eating regimen. An expert can analyze your specific lifestyle demands, assess your metabolism, and help you plan out meals such that it won’t put you at risk for some of the most common deficiencies.
SANCTUARY STEWARD VOLUNTEER PROGRAM EMPOWERS COMMUNITY PARTICIPATION

By Waves on January 2, 2017

SAVE OUR SHORES SEEKS PARTICIPANTS FOR TRAINING TO EXPAND OCEAN VOLUNTEER PROGRAM
THE MONTEREY BAY is home to a unique volunteer program that empowers community members of all backgrounds to become local leaders, educators, advocates and experts on issues affecting the Monterey Bay National Marine Sanctuary (MBNMS). The Sanctuary Steward program was developed in 1995 and is exclusively run by the marine conservation nonprofit Save Our Shores. Training topics range from the history of the MBNMS, best practices in coastal pollution prevention, to becoming involved in leading ocean advocacy events. Trainings run every other month for residents in San Mateo, Santa Clara, Santa Cruz, and Monterey County. Save Our Shores invites community members to join their first Sanctuary Steward Training Crash Course of 2017 on Thursday evening, January 12th. Details: [http://saveourshores.org/event/sanctuary-steward-crash-course](http://saveourshores.org/event/sanctuary-steward-crash-course)

- **WHEN:** Thursday, January 12th from 5:30pm-9:00pm
- **WHERE:** 345 Lake Ave Suite A, Santa Cruz, CA 95062
- **WHO:** Save Our Shores and Community Members
- **WHAT:** Marine Conservation and Health, Ocean Activism, MBNMS, Volunteer Program
- **HOW:** BYO cup and plate for our complimentary snacks and beverages
- **RSVP:** Matt Miller, Program Manager Matt@saveourshores.org
- **LEARN MORE:** [http://saveourshores.org/event/sanctuary-steward-crash-course](http://saveourshores.org/event/sanctuary-steward-crash-course)
ABOUT THE PROGRAM: The Sanctuary Steward Program empowers community members to become local leaders in ocean conservation through direct participation in Save Our Shores’ three initiatives: Pollution Prevention, Clean Boating, and Ocean Health Awareness. Stewards receive a high quality training that includes both educational lectures and significant preparation for becoming event leaders, ocean advocates, and community educators with Save Our Shores.

STEWARD GRADUATE TESTIMONIALS & KUDOS:

- “Save Our Shores is a venerable environmental organization that has been at the front of every major effort to combat threats to our precious coast and marine environment during the last three decades.” -Fred Keeley, former member of the California State Assembly, Class of 2008

- “The most important effort to protect our coastline could not have happened without Save Our Shores.” -Leon Panetta, former CIA Director and Congressman, Class of 2009

- “When I prioritized volunteering last year and began researching local non-profit organizations, Save Our Shores was a natural fit. After a full year on the team, beach clean-ups are only part of what I’ve done with Save Our Shores, but so far it’s been the most fulfilling. Seeing the smiles, community spirit and watching bag after bag, pound after pound of trash and recyclables removed from my playground is the best feeling there is.” – Nancy Connelly, Class of 2011

- “Joining Save Our Shores is a great way to pitch in and help the community and have fun doing it.” – Tom Davis, co-owner of Pacific Edge Climbing Gym, Class of 2010

- “I live blue because my brain tells me that there are countless convincing reasons that water quality is important, and my heart tells me it is the right thing to do.” – Greg Pepping, Executive Director of Coastal Watershed Council, Class of 2009

- “We have a motto in my family. We can’t do it all, but we can all do a little. Every little bit helps. I can’t do it all, but I can do my part.” – Rachael Anderson, Class of 2008
LOCAL LEGEND: JACK O'NEILL

By Waves Staff on September 14, 2015

Captain Jack

Jack O'Neill, the inventor of the surfing wetsuit, a sailor, wave-rider, and former hot-air balooner, is 92 years old. His life's work tells a tale of the evolution of surfing, while his memories tell the story of a man with a life well lived.

By Joel Hersch
During the last week of March 1964, a 9.2 earthquake shook Alaska to its core, causing a massive tsunami to travel across the North Pacific. One of the biggest swells to ever hit the West Coast rose up out of the sea, sending 25-foot blue-water giants rolling across Third Reef and Steamer Lane, where just a few brave Santa Cruz surfers paddled out for the inside lineup. The waves were so ferocious that the entire San Francisco Bay was shut down—tanker ships were directed back out to sea—while closeout sets pummeled the Santa Cruz harbor entrance at the jetty.

The breeze was light that day, underscoring the power of the swell, and 41-year-old Jack O'Neill—still seven years away from the surf injury that would leave him with the iconic black patch over his left eye—was sailing his Pacific Catamaran, or “P-Cat,” just off of Lighthouse Point, making a line into position for an inconceivable takeoff on one of the mountains of water piling high on the far outside.

Manning the tiller while his loyal sailing companion Dave Wally operated the mainsheet, Jack felt the two stern ends of the 19-foot catamaran lift and the rush of water over its hulls as they caught the massive wave and began careening down its face, the two men holding on for their lives.

Jack recalled the adventure one recent morning over cups of tea at his East Cliff Drive home. From his seat on the living room sofa, he has an up-close view of the 50 or so surfers enjoying a 4- to 5-foot swell rolling in just below at Pleasure Point.

The icon who changed the way people experience the ocean—first by inventing and fine-tuning the neoprene surfing wetsuit during 1950s and later by helping usher in foam-core surfboards—is now 92 years old. And as he ages, his legacy of shaping the surf industry, as well as the culture that envelops it, seems to stretch on forever, permeating almost every aspect of the sport’s mainland history. Now, as I leisurely observe Jack in his beachfront dwelling—barefoot and wearing black sweat pants and an old black, long-sleeve O’Neill T-shirt—it’s clear that every part of his life has in one way or another been tied to his love for the sea.

Jack, one could argue, is a true waterman—a term that is thrown around too loosely today, says Brian Kilpatrick, the O’Neill company’s vice president of marketing communications.

“Jack is sort of this icon, a maverick, definitely an innovator, but I don’t think a whole lot of people know that Jack was diving, sailing, surfing, body surfing—doing anything and everything related to the ocean—a long time before that moniker was ever given to anyone,” Kilpatrick says. “He was the ultimate waterman. He breathes salt water. His life is about being in the ocean and protecting the ocean. He’s part of the ocean.”
Jack and Wally swept down the face of that wave, which he estimates stood about 20 feet high, and pulled hard on the tiller to steer the boat to the right in an attempt to surf the wall of water. But the rudders were no match for the tsunami’s surge—both of them, crafted from 14 layers of fiberglass, snapped off like twigs.

Jack’s oldest son, Pat O’Neill—one of Santa Cruz’s early surfing heavyweights at Steamer Lane and CEO of the O’Neill company for the past 30 years—was watching his dad from the cliff at Lighthouse Point. “He dropped in at Third Reef … and there was green water about eight feet over the top of that mast,” Pat says. “He had to be going 25, maybe 30, miles per hour down the face of that wave.”

As Pat watched the P-Cat lose control at the base of the wave, he recalls a photographer next to him missing all the action as he reloaded the film on his 16-millimeter camera. The boat spun out but popped through the back of the white water, still intact, and Jack and Wally emerged unscathed.

“He was lucky,” Pat says. “It was the biggest swell I’ve ever seen at the Lane, before or after.”

In a moment of ingenuity, Jack and Wally filled the stern compartments of the P-Cat with seawater, causing the rear of the boat to sink deeper, pushing the remains of the rudders downward and giving Jack the ability to steer the boat back to port. It wasn’t the first time Jack took a sailboat surfing. In fact, he was already known for trying to pull into big swell at Steamer Lane.

“That boat was fantastic out in big surf,” Jack says with a touch of nostalgia. “I thought that [surfing sailboats on waves] was actually going to be popular.”

The Big Chief

Like most activities related to the ocean, sailing has been a lifelong passion for Jack, one which he imparted to his family early on. In 1974, not long after his first wife passed away, Jack moved with three of his children onto a 60-foot, full-gaff-rigged schooner named the Marie Celine, for a years-long journey to Mexico and back. Pat and sister Cathi O’Neill stayed behind to run the company. As author and close family friend Drew Kampion documented in his biography of Jack, It’s Always Summer on the Inside, that sail south was both about healing from their loss and expanding their horizons.

“After the passing of my mother, Jack made an unorthodox decision to put us young ones and Mike [his second oldest son] on a boat and sail away,” Shawne O’Neill, a former world champion windsurfer, is quoted in the book. “With our hearts filled with sorrow, and our young minds filled with change, longing, and anticipation of exotic ports, we set sail on a voyage that would last a long time.”

“Heading south toward the California-Mexico border, we experienced a growing sense of freedom as living and surviving on the ocean opened up a whole new world,” said daughter Bridget O’Neill. “Jack’s philosophy was, ‘Don’t fight life. Rather, work with what life brings you.’”

Pat says that at one time or another, all of the O’Neill children have worked for the company, which was just one more experience that brought them closer together. At work, Jack’s kids always called him by the nickname “Big Chief.”

The family also has many fond memories of Wednesday night sailing races in Santa Cruz, when Pat recalls how their full-keel, 22-foot, open-cockpit boat could cut across the kelp beds off of Blacks Point, giving them an extra edge on the race course.

The Balloon Man

Jack was not only a man of the sea—he developed a love for flying, as well. And he found his way into the sky by way of a hot-air balloon. Around 1965, he says he became one of the first people in the United States to own one. He was buying sails regularly for his boats and learned that “some nut in Southern California had taken spinnaker cloth [very lightweight sail material] and made a balloon out of it. I thought, ‘Wow, what a great idea.’ So I got a hold of that guy and started flying balloons.”

Jack’s initiation into ballooning quickly became intertwined with his passion for boats and the ocean. He began flying his balloon off of Steamer Lane during the summer, when warm winds would blow him out over the sea, and then, as evening set in, the wind would shift into an easterly and bring him back toward dry land—at least in theory. “It never really took me in the right direction,” he says.

By 1968 he was launching balloons off of boats on the Monterey Bay and experimenting with different flight takeoff and landing techniques. At this point in our conversation, Jack and I begin watching home video on his laptop of a crew aboard the O’Neill catamaran when it was new, around 1983, scampering around the deck helping to launch Jack into the sky aboard his single-man hot air balloon. He was the first to pull off that maneuver, as well.

A Legacy of Stewardship

Even with so much adventure, innovation and business success on his resume, Jack says that the work he is most proud of is the O’Neill Sea Odyssey program. The nonprofit provides fourth, fifth and sixth graders with educational sailing experiences on the Monterey Bay aboard the 65-foot O’Neill Sea Odyssey catamaran—the same boat Jack used to launch hot-air balloons off of. The program, which began in 1996, teaches students the values of ocean conservation by getting them out on the water at no charge to their schools.

“I saw the potential hazards of people not taking care of the ocean, and I got the idea that the ocean is alive,” Jack says. “You’ve got to take care of it. I wanted to put that across to the kids. I had the boat, so we worked out a program. It worked out incredibly well.”
Jack lifts off while hot-air balloon sailing

To date, O'Neill Sea Odyssey has brought more than 75,000 kids onto the ocean. Jack says that he has a vision for a new program that would offer sea outings for young people transitioning out of juvenile hall.

"Getting kids out on the ocean teaches them respect for it—that’s hard to teach in a classroom," he says. "A lot of them have never even been on a boat. The ocean can really change lives.”

Pat is also very proud of the opportunities O'Neill Sea Odyssey has provided for so many kids. He sees it as a way to help spread the love for the ocean that he was raised with thanks to his old man. Pat has followed closely in his father’s footsteps, now serving as the head of the O'Neill company. He cut his teeth in the surf industry early on, learning from his dad and on his own in the water. By the time he was a high school sophomore he was working a night crew on 41st Avenue making wetsuits, and went on to work as the West Coast O'Neill sales rep after high school. He is also known for having charged as a top member of the O'Neill Surf team and developing the first surf leash prototype in 1970. Still, the younger O'Neill credits his father as the man whose vision changed everything. "Don’t forget," Pat says wryly, “in the land of the blind, the one-eyed Jack is king.”

A CLASSIC CONTEST: The O'Neill Coldwater Classic Invitational surf competition will be held Oct. 13 – 17 at Steamer Lane. The longest-running surf contest in Northern California, the CWC had its first year in 1987. Thanks to the event, Steamer Lane has hosted many of the best surfers in the world.

THROUGH THE YEARS


1956: Jack creates and markets the first neoprene wetsuit prototype: the beavertail jacket.

1959: Jack moves the Surf Shop next to Cowell Beach in Santa Cruz, where surf culture was proliferating.

1964: Jack organizes the O'Neill surf team, providing the most talented surfers in Santa Cruz with new surfboards, that they would in turn provide feedback on.

1970: After Jack began piloting a hot air balloon over the Monterey Bay, and landing in the water numerous times, he was inspired to design the SuperSuit. The SuperSuit was a wetsuit design that the wearer could inflate by blowing air into it and float in the ocean for extended periods of time. About five years later, the U.S. Navy would acquire the same technology for their free-swimming suit.

1970: Pat O'Neill designs the modern surfboard leash, using bungee cord and a suction cup.

1972: Jack O'Neill loses vision in his left eye while surfing a small swell at the Hook. He was using an early version of the leash, and when he fell off the wave, it snapped the board back and into his eye.

1996: Jack launches the O'Neill Sea Odyssey program, taking kids out on the catamaran to teach them about ocean conservation.

Article from Live the lifestyle Volume 2.2 – Aug / Sept 2015, “Local Legend”.

Jack pictured with students aboard the O'Neill Sea Odyssey.
BEST SOFT TOP BARREL OF MY LIFE! (BACKDOOR PIPELINE)

By Waves on November 12, 2020
MIRAGE: THE EVER-CHANGING STORY OF SKELETON BAY

By Waves on November 11, 2020
BEFORE THE FLOOD...

By Jeff Gideon on November 6, 2020

“People thought it was the fault of pro surfing and surf companies promoting and selling it out the sport… Surf communities have never seen such large populations of adult learners… Surf culture is being attacked by culture assassin’s… Don’t worry this is only a faze and will too pass…” Ken ‘Skin Dog’ Collins; An excerpt from ‘The Great Kook Migration Of 2020’. Photos: Kookson@aol.com

SURFING NICARAGUA!

By Waves on November 6, 2020

We laid low in Nicaragua during the Coronavirus, spending a month there with my family and friends. We surfed and did schoolwork and got to have a lot of sessions with the local legends!
WINTER IS OFFICIALLY HERE! NORTH SHORE GOES OFF!

By Waves on November 5, 2020
Kelly Slater is still enjoying his time here in Bali, and we finally got to film him surfing a few days ago at Uluwatu.
SURFING PIPELINE WITH CARISSA MOORE!

By Waves on October 30, 2020
"Sometimes when I sit down to write I feel the presence of bad faith. I just assumed that my first allegiance is to language. This is false. My first allegiance has been and will always be to surfing." Chuck Dent; author of 'Blood On The Sand'. Photos: Kookson@aol.com
JUSTICE SERVED FOR WAVE OF THE DAY – KERAMAS, 5 OCTOBER 2020

By Waves on October 29, 2020
CRYSTAL CLEAR BARRELS ON HAWAII’S NORTH SHORE

By Waves on October 28, 2020