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PRANAMAYA®

Viniyoga Therapy for the Low Back, Sacrum and Hips

Viniyoga Therapy for the Upper Back, Neck and Shoulders

Two new DVDs from Gary Kraftsow

“Gary Kraftsow is one of the most highly respected contemporary teachers of Viniyoga...”
— **Scott Gerson, M.D., Ph.D.**, The National Institute of Ayurvedic Medicine

Pranamaya, Inc. is pleased to announce the release of *Viniyoga Therapy for the Low Back, Sacrum and Hips*, and *Viniyoga Therapy for the Upper Back, Neck and Shoulders*—two volumes in a new Viniyoga Therapy DVD series featuring Gary Kraftsow, one of America’s most respected yoga teachers and yoga therapists. This series presents Kraftsow’s acclaimed use of yoga postures and breath techniques to alleviate chronic back pain and promote sustained back health.

Gentle, Effective, Evidence-Based Therapeutic Yoga

The Viniyoga Therapy DVDs are based on Kraftsow’s book, *Yoga for Wellness*, and the protocol he developed for a National Institutes of Health-sponsored clinical study that demonstrated that Viniyoga therapy was more effective for improving function and reducing pain in patients with chronic low back pain than the standard treatment options of exercise or patient education.* This study represents the first time that yoga of any style has been validated as an effective treatment for back pain in a controlled clinical study.

The validation of Viniyoga therapy is very timely. Statistics show that back pain has become an enormous problem in the modern age. Roughly 8 out of 10 Americans will experience back pain at some point in their lives, and it is the most common cause of job-related disability. As the 2nd most frequent reason for primary care visits, back pain costs over \$100 billion/year in the US alone. Clearly there is a need for a better way to treat and prevent these debilitating conditions.

Yoga Therapy and Viniyoga™

Yoga Therapy, derived from the Yoga tradition of Patanjali and the Ayurvedic system of health, refers to the adaptation and application of yoga techniques and practices to help individuals facing health challenges manage their condition, reduce symptoms, restore balance, increase vitality and improve attitude. The practices in this DVD seek to achieve those goals by:

- Improving Postural Alignment
- Increasing Structural Stability
- Increasing Range of Motion
- Strengthening Weak Muscles
- Releasing Chronic Contraction
- Balancing Muscular Asymmetry
- Developing Healthy Movement Patterns

Viniyoga (prefixes vi and ni plus yoga) is an ancient Sanskrit term that implies differentiation, adaptation, and appropriate application. The American Viniyoga Institute uses the term Viniyoga to refer to an approach to Yoga that adapts the various means and methods of practice to the unique condition, needs and interests of each individual - giving each practitioner the tools to individualize and actualize the process of self-discovery and personal transformation. This approach to yoga evolved out of the teachings transmitted by T. Krishnamacharya and T.K.V. Desikachar of Madras, India.

Highlights from the Low Back, Sacrum and Hips DVD include:

- Presentation on Understanding Back Pain and the application of yoga therapy
- Technique Workshop on how to safely perform postures and movements
- Focused practice for Low Back and Sacrum Therapy (23 minutes)
- Focused practice for Hip Therapy (30 minutes)
- Integrated practice for sustained low back Strength and Stability (31 minutes)

Highlights from the Upper Back, Neck and Shoulders DVD include:

- Presentation on Understanding Back Pain and the application of yoga therapy
- Technique Workshop on how to safely perform postures and movements
- Focused practice for Upper Back and Neck Therapy (23 minutes)
- Focused practice for Neck and Shoulder Therapy (30 minutes)
- Integrated practice for sustained low back Strength and Stability (31 minutes)

Special Features for both DVDs include:

- English Subtitle option for all material
- Bonus MP3s of all practices for audio-only classes at home or on the go

About Gary Kraftsow

Gary Kraftsow, MA has been a pioneer in the transmission of yoga for health, healing and personal transformation for 30 years. He began his study of yoga in India with T.K.V. Desikachar in 1974 and received a Viniyoga Special Diploma from Viniyoga International in Paris, France in the mid 80's.

Gary graduated with a BA, Magna Cum Laude, from Colgate University in 1976, and received his Masters Degree in Psychology and Religion from the University of California at Santa Barbara in 1983. He spent many years in private yoga therapy practice, teaching workshops and training teachers. Since then, he has become a renowned speaker and teacher of the Viniyoga methodology at many conferences and schools nationally and internationally. In 1999 he founded American Viniyoga Institute.

Gary has successfully developed protocol for two National Institute of Health studies: "Evaluating Yoga for Chronic Low Back Pain" and "Yoga Therapy for Generalized Anxiety." He is the Founder, Director and Senior Teacher of American Viniyoga™ Institute's Teacher and Therapist Trainings, and the author of two books published by Peguin: *Yoga for Wellness* and *Yoga for Transformation*.



Viniyoga Therapy for the Low Back, Sacrum and Hips with Gary Kraftsow

A Pranamaya release • Release Date: July 17th, 2007
Running time: 155 minutes • 1 NTSC DVD - All Regions
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MSRP: \$24.95 USD



Viniyoga Therapy for the Upper Back, Neck and Shoulders with Gary Kraftsow

A Pranamaya release • Release Date: July 17th, 2007
Running time: 170 minutes • 1 NTSC DVD - All Regions
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