



**John Ludescher,**  
Physiotherapist and  
inventor of PhysioCap®

*Local slang knows the connection between “standing up straight, pose and the emotional world”, when it is said that somebody has been “bent by life”. “Chin up” is what we say to a sad or broken-hearted person.*



[www.physiocap.com](http://www.physiocap.com)

**PhysioCap®**  
Straightens you up!



[www.physiocap.com](http://www.physiocap.com)

**john ludescher**  
Upright. Consciously. Strongly

**PhysioCap®:**  
Training instrument  
for more posture and  
orientation

The PhysioCap® improves your body's posture, conditions neck and spinal muscles, and takes the strain away from your intervertebral discs!  
Die positive impact upon your health is due to pressure and counterpressure.  
Sitting, standing, or during your walk (Nordic Walking) without spending any additional time!



The 600 gram silicon cushion gives both the feeling and the effect of balancing a jug of water on the head.

**PhysioCap®:**  
A feel-good product

The PhysioCap® promotes concentration and awareness, helps you to find your personal balance. It works very positively on the mind and the psyche. The upright position, representing the direct vertical connection between the sky and the Earth leads to greater assertiveness, more self-confidence and increased perception of the body.

**It's all about the conscious attitude::**

the posture of the body  
the attitude to life  
the attitude to challenges  
It's all about straightening up,  
straightforwardness and standing upright.

The PhysioCap® supports you in this very effectively.



**PhysioCap®:**  
A health product

Consciously standing upright gives you confidence.  
The PhysioCap® was developed from physiotherapy and supports and simplifies many exercises which lead to a correct posture. Its regular use increases the step length and leads to more power, a more natural posture and a healthy radiance within a few weeks.

**Applications:**

- back and joint complaints
- intervertebral disc problems
- tension in the shoulder and neck areas
- malpositions
- weaknesses of posture

