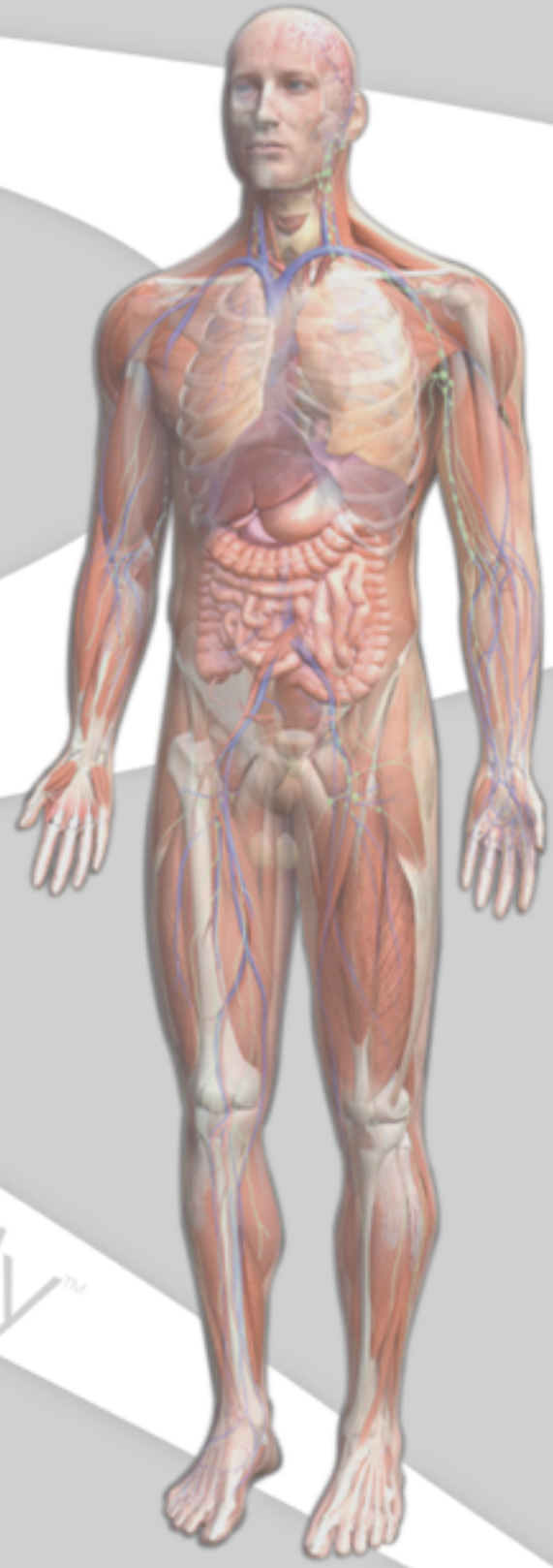





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**A HIGH-PERFORMANCE WELLNESS COMPANY**

**FAX: 949.612.8518**



Know Your Body™  
REACH YOUR POTENTIAL

-  Sports Performance
-  Injury Correction
-  Wellness Longevity

## WELCOME!

ROCK Institute is a high-performance wellness company that has served elite athletes and individuals that seek total wellness solutions for the last three decades. RI is driven by 3 divisions that work seamlessly together as a whole – Sport Performance – Pain & Injury Correction – Wellness & Longevity. RI has served thousands of renowned athletes and non-athletes with a cutting-edge, total performance system that includes fitness conditioning, injury correction, nutritional and mental/relational coaching as well as wellness empowerment programs. For the elite athlete whose entire career and earning potential rests upon his/hers capacity to perform, recover and heal at optimum levels, year in and year out, the services of RI means everything.

The common ground that brings elite athletes and the general public to ROCK Institute is the fundamental need to move with the highest levels of pain-free movement. Every program is built around each individual's unique need to Reach Optimum Core Kinetics! "Core Kinetics", at RI, is defined as the science of "Core Training & Functional Movement". The success of RI's proprietary, fitness-based programming has proven that individuals no longer have to live with pain or debilitating health syndromes such as arthritis, tendonitis, bulging discs, fibromyalgia, Neuropathy and more. RI has proven that complex sports injuries and degenerative pain is correctable. More than this, RI has proven that almost 9 out of 10 surgeries are not necessary, and, for most people, can be fully corrected in less than 10 weeks! For the elite athlete and chronic pain sufferer it is common to live off of prescription pain killers and undergo numerous exploratory surgeries. RI offers powerful, non-invasive solutions and answers for the "causes" of pain where other programs only offer to manage the "symptoms" of injury and pain. Simply stated, we do not manage pain, we correct it!

Conveniently located, next to the **John Wayne Airport and 55/405/73 fwy's**, RI is staffed with a unique group of licensed/certified professional strength and conditioning coaches, Olympic speed coaches, biomechanical specialists, Dietitian/Nutrition Specialist, Personal Trainers, Relational Coaches as well as neuromuscular corrective therapists and a Cardiologist/Internist.

### POPULAR PERFORMANCE SERVICES

- Weight Loss/Conditioning Training
- Combine Preparation Training
- Speed & Power development
- Group/ Individual Training
- Injury Prevention Training
- Sport Specific Training
- Strength Conditioning
- Mental Training

#### **Popular Performance Products:**

- Organic Whey Protein Concentrate
- Quercitin (boost ATP Production)
- Dura Disc & Stretching Bands
- Senior Sport Photos
- Swiss Ball (4 Sizes)
- Foam Rollers

*& much more...*

### POPULAR CORRECTIVE SERVICES

- Neuromuscular Corrective Therapy
- ProloTherapy & Trigger Point
- Corrective Exercise Therapy
- Athlete Body CPT Scan
- Advantage Program
- CryoTherapy
- ProloZone
- Stem Cell

#### **Popular Corrective Products:**

- Heavy Duty Moist Heating L Pad
- Ice/Heat Active Flex Joint Wraps
- Zymain (Healthy Pain Reliever)
- Pro Krill (anti-inflammatory)
- ProCx2 Joint Support

*& much more...*

### POPULAR WELLNESS SERVICES

- Nutritional Seminars and clinics
- IV Therapies/Vitamin C Drips
- Diet/Nutrition Consulting
- B12 Energy Shot Clinics
- Blood/Lab Testing
- Chelation
- Stem Cell

#### **Popular Wellness Products:**

- 4 Pillars (Multi Vitamin) Probiotic.
- Anti-Oxidant, Essential Fatty Acids
- PRO Whey Protein Concentrate
- ROCK ProFuel (Probiotic)
- Digestive Enzymes
- Intestinal 1 & 2

*& much more...*

## High Performance & Athletic Services

RI has a rich history of working with elite athletes in the NFL, NBA, MLB, AVP, MLS, NLL, and Olympic Track and Field. ROCK Institute's approach to strength & conditioning has set new standards in making athletes healthier, faster, more explosive, resilient and less dependent upon prescription pain killers and exploratory surgery. RI is committed to developing the total athlete/non-athlete with a proprietary health and performance system that is carefully built around their needs. RI specializes in creating individual-specific assessments and programs to identify and correct the hidden "causes" that impede performance and break down the human body. *The Athlete Blueprint Assessment* identifies core weaknesses/imbalances in 3 major body

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systems that govern all human movement, power, health and regeneration. Through this proprietary process the athlete can now recover and regenerate faster than ever before. Furthermore, athletes can now be developed in a cohesive manner that allows them to accelerate strength, power, speed and resiliency in every sport-specific application where they were unable to do so before.

### **Junior Performance & Athletic Services**

RI recognizes the need of developing the young athlete and has created a unique and complete system to empower the health, performance & resiliency of the junior athlete. With competition at all time highs, our youth are training year round in multiple sports/club teams. The average 14 year old athlete of today is pushing his/her body as hard as 23+ year old professional athlete did twenty five years ago. Over-training and over-use are the most significant causes of all injuries in every sport on every level. The phenomenon of overuse is just as prevalent for the professional athlete.

RI believes that the average junior athlete is not properly prepared to handle the rigors and intensities of competitive, year-round sports. RI's youth programs focus on developing the junior athlete to meet with her/his anatomical, mental, and emotional development. RI's objective with every junior client is to protect them from poor habits, over-training and faulty anatomical development, which leads to injury. RI's training emphasis is based on developing core power, balance and flexibility as well as the kinetic aspects of sport-specific strength, body control, quickness, speed, agility and coordination. Through this process, young athletes are able to develop faster with greater core health, strength and resiliency.

### **Non-Athlete/Government officials Performance Wellness Services**

While RI's proprietary systems were developed for the elite athlete, RI has provided break through health & fitness solutions to the local communities. RI believes that the performance, health & longevity of every person are just as important to them as it is for the pro athlete. Longevity of *health*, as well as, *performance* is what produces youthful vitality and pain free functional movement.

For the individual, RI creates individual-specific assessments and programs to identify and correct the hidden "causes" that impede performance and break down the joints and body. RI understands that human performance for the individual must be tailored for one's lifestyle needs and desires. The *Life Performance Blueprint Assessment (LPBA)* was created to determine lifestyle objectives with the health and performance capacities of the individual. Most people do not have the expertise or knowledge to recognize the subtle shifts behind degeneration. The **LPBA** identifies core weaknesses/imbances in three major body systems that govern all human movement, strength, health and regeneration. Through this proprietary process the individual body is empowered to recover and regenerate faster than ever before. Healing syndromes that lead to many maladies can be corrected and the body restored.

## **HISTORY & VISION**

*RI's ongoing Vision is to unquestionably be the ultimate leader in Performance Training, Injury/Pain Correction as well as integrative Holistic wellness in the United States. This will be accomplished through the dedication of purpose and passion to reach our potential in Core functional movement and overall healing for our clients, customers, and patients.*

In order to accomplish this, over the past three decades medical and scientific theories had to be re-evaluated in order to compliment human physiology as well as the bodies' healing systems. More than that, the sciences needed to embrace important principals of functional health and regeneration in proportion to the distinctive needs of the individual. From this unique perspective numerous health & musculoskeletal concepts would be identified, whereby existing and new therapeutic concepts could be refined and created. As a result, a comprehensive methodology for correcting pain, sports injuries, and preventable health problems was developed.

## **METHODOLOGY**

ROCK Institute has created a highly advanced performance enhancement system grounded on sound theories that support human function and the bodies' capacity to regenerate. A comprehensive performance recovery system works together to

achieve optimal energy, flexibility, stability, strength, power, speed, balance, immunity and longevity. All RI methodologies serve to identify the physiological and mental/emotional “blocks” that impede health & regeneration.

Based upon the unique and specific needs of the individual, RI develops the *L.I.F.E. blueprint™* to strategically integrate the technical; therapeutic, physical, conditioning, nutritional, emotional/mental and educational tools that support the high-performance needs of the athlete, and for the individual, the tools that support health & performance of their work & lifestyle needs. All programs are coach-trainer-therapist driven to ensure that each session is individual-specific and results oriented.

## MISSION STATEMENT

RI is committed to providing the individual the safest, most ethical scientific methods for maximizing human performance (Body, Mind & Soul) and restoring optimal performance, power and pain free function.

### 7 Pillar Model of Human Performance:

(For performance enhancement and educational purposes)

- |   |   |
|---|---|
| 1. Energy Metabolism / Circulation                  | 1. Energy Metabolism / Neuromuscular Circulation        |
| 2. Neuromuscular Function / Spine & Joint Stability | 2. Alkalinity / Digestion / Hydration                   |
| 3. Balance / Flexibility / Core Functional Power    | 3. Core Function / Joint Stability, Mobility & Strength |
| 4. Power & Movement / Aerobic & Anaerobic Power     | 4. Micro/Macro Musculoskeletal Balance                  |
| 5. Movement / Sport Specific Skills                 | 5. Corrective/Regenerative Blueprint Protocol           |
| 6. Recovery / Repair / Regeneration                 |   |
| 7. Mental/Emotional Power                           |   |



### 5 Pillar Model of Pain & Injury Correction:

(For recovery, healing & regenerative purposes)

## FEATURED ASSESSMENTS, PROGRAMS AND TECHNIQUES

**INITIAL ASSESSMENTS:** An overall Health history intake is created for each client and upon completion the client will be directed to the appropriate assessment. Each division has an assessment that must be completed prior to beginning any performance wellness program. Assessments may include but are not limited to: a performance/fitness assessment, a “micro” & “macro” musculoskeletal/neuromuscular Corrective assessment, as well as an advanced Nutritional Assessment. For more diversified rehabilitative needs we provide comprehensive in-house lab testing which can be seen below.

**COMPREHENSIVE PERFORMANCE WELLNESS LABRATORY TESTING:** We offer over seven major comprehensive tests. These tests include although not limited to: Immunology/Food allergy testing, metabolic and nutritional testing, genomic, hormonal, gastrointestinal testing. To understand the comprehensiveness of just one test, the Immunology testing comprises of 87+ food antibodies and IgG Vegetarian assessments (allergy testing), spices, inhalants, molds, celiac and gluten sensitivity. By analyzing at the cellular level for all testing, we can expect the most accurate results. These tests not only allow us to design the most precise and individualized programs for energy production and regenerative capability, but also serve as a benchmark for measuring the effectiveness of your program. Other panels include; cellular electrical functions, toxicity assessment for; heavy metals, fungus, bacteria, virus, parasites; all factors that weaken immunity, regeneration, healing and overall performance.

**NEUROMUSCULAR CORRECTIVE THERAPY™ (NCT)** a.k.a. (C.T.) is a proprietary manual technique of deep tissue therapy for restoring anatomical imbalances, injury, as well as, circulation dysfunction and other pathology-specific problems such as scar tissue, inflamed/entrapped nerves, stress fractures, neuropathy, arthritis, fibromyalgia, neuroma, and more.



**CORRECTIVE EXERCISE THERAPY™ (CET)** is a multi-phased, corrective exercise recovery program for regenerating and re-conditioning injured tissues and joints in order to stabilize and restore anatomical function & power. For elite performance needs, CET stair steps into ROCK Institute's HIGH PERFORMANCE RECONDITIONING program. The program safely and rapidly maximizes health, stability, flexibility, power, and conditioning while decreasing chances of injury recurrence.

**NON-SURGICAL CORRECTIVE TECHNOLOGY™ (NSCT)** a highly advanced, fully integrated system for traumatic sports injuries, as well as, stroke and nerve damage victims. NSCT is also highly effective with mitigating pain associated with chronic arthritic degeneration, fibromyalgia, bulging discs and bone on bone. Complex injury and immune-related problems that heighten pain and create healing challenges that the NSCT system has effectively helped include the following; grade 2 ligament/muscle & tendon tears, slap tears, broken bones, stress fractures, joint grinding and impingement syndromes, neuropathy, carpal tunnel, bone spurs and many other post surgical complications.

**ATHLETE BLUEPRINT™** is a comprehensive; three phase performance and injury prevention assessment that breaks through the walls of traditional thinking to unleash the athletes speed, power & resiliency. The Athlete Blueprint begins by compiling vital information about the athlete to identify subtle musculoskeletal (muscles, tendons, ligaments and bone alignment) weaknesses as well as key biochemical imbalances that are known to increase health risks and contribute to improper skeletal and musculoskeletal development.

**NUTRITION BLUEPRINT™** starts with defining a set of goals, which lead to identifying what the client is looking to achieve – improved health, athletic performance, regeneration, longevity, strength, durability, appearance, etc. *Where one client's need may be weight loss, another may be training for the 2012 Olympics.* It is a 4 phase program looks beyond weight, height, Body Mass Index (BMI), blood pressure, health history, genetics and other traditional metrics, to define the metabolic fingerprint. We clarify what foods produce or deplete energy, healing, hormonal balance, etc. Targeted lab tests combined with physical assessments, guide us to identify specific factors to set the baseline for the clients metabolic fingerprint.

We design the **Nutrition Blueprint™** to precisely connect the dots on what to eat – how much and when – food combinations, sleep environment and proper hydration, as well as which supplements can be used most effectively.

## WHAT ARE PEOPLE SAYING ABOUT OUR SERVICES



“ROCK Institute’s approach to developing the total athlete is one of the best I’ve seen. The best part of the physical conditioning is that it is highly functional.

It’s not just for the pro athlete but for all who believe in achieving maximum results.

Training on the professional level your

body goes through a lot, ROCK technique’s enable you to be fully recovered by your next work out.”

**Scott Brooks | NBA Head Coach, Oklahoma City Thunder**



has taken the mystery out of es. There is much more you heat, ice, rest, and anti-ugs.

indebted to ROCK Institute ding work! Special thanks e for their great care”

**Sue Enquist | Retired Head Softball Coach, UCLA  
11x NCAA Championships**

“As an elite track athlete I was really anxious about how I would facilitate the rehabilitation of my fractured 3rd metatarsal of the left foot. I knew that it would be hard to find a

place that could provide the type of care a professional athlete requires.



I am grateful to have been introduced to ROCK Institute who has treated me with impeccable care and professionalism.

Their approach to assessing, treating and rehabilitating my injury is exactly how I would imagine a professional athletes’ rehab should be. With the complications of my injury history (6 stress fractures in 2 years and now a fractured metatarsal) I don’t know what I would have done if I hadn’t been told about the RI by it’s President

Brent Concolino.

I was very excited to have found a place where I could rehab my foot, but address the causes of all my other previous injuries. More than that, I was introduced to the idea of being able to return to training and competition sooner and stronger than expected by either myself or doctors who assessed my injury.

With a displaced and jaggedly broken bone the scenario I faced was possible surgery or, at best, eight weeks on crutches and in a cast. This would have been followed by 8 more weeks of therapy before resuming any type of full training regiment. Prior to my first session with Vic I had been on crutches for two weeks, the broken bone had not moved, I was riddled with pain and, doctors were still concerned that surgery was necessary.

After my first session of therapy I had my first night of pain-free sleep since the injury.

Encouraged by this result, I visited ROCK Institute 3-4x per week for the next three weeks. Following this program I was pain-free and able to resume training with specialized running protocols. At the end of the first 3 weeks, only 5 weeks after the fracture, x-rays were taken and my doctor was stunned to see that the bone was completely and perfectly fused. In the amount of time that doctors assessed it would take before I could even be able to start walking without a cast, Vic made it possible for me to be training at 100%! Prior to meeting Vic I had never heard or seen such a turn around.

I've continued working with the R.O.C.K because they simply offer the best possible care an athlete needs. For the elite athlete keeping healthy is the greatest obstacle that limits optimal success. If I would have worked with the R.O.C.K in the months leading up to the 2006 USATF Championships I believe I would have never had this injury.

The services of ROCK Institute are invaluable for the Track & Field athlete because it is a sport riddled with acute injuries that escalate into more serious injuries. I feel more like a professional athlete working with ROCK Institute because they take my athletic career as seriously as I do. Without their help I believe I would still be dealing with the injuries I incurred in 2006 today, let alone, still rehabbing my metatarsal. I hope my fellow Track & Field competitors will have the opportunity to experience the R.O.C.K's services."

**Jon Rankin | UCLA - NIKE**  
**2008 Team USA, #13 World's Fastest Miler**



"Training at the ROCK Institute for the past 3 summers has really prepared me for my collegiate preseason and season. Not only do I feel like my strength and agility have increased but so had my game. Training with ROCK Trainer Tyler has been challenging yet enjoyable! I love and look forward to getting in the gym to workout with Tyler because of his unique style of training and ability to push me to the next level. Having had various injuries and recently recovering from shoulder surgery, my workouts are modified to my capabilities and I really see the difference in the recovery process! Overall I am so grateful that I was recommended to join the ROCK and now I even bring people with me to train and induce them to the amazing atmosphere and results that ROCK Institute has brought me!"

— Lauren Fields, Boston College Volleyball



"I came to ROCK Institute looking to lose weight, improve my overall nutrition and hopefully just feel better - I was tired of not having energy and just feeling lousy. After a consultation and food sensitivity testing we realized that my diet was holding me back from being at my best. By making necessary changes to my diet & following their program specifically made for me I have seen amazing results.

In 30 days I lost 25 pounds, feel better, have more energy, sleep better and have eliminated a number of issues - I no longer get heartburn, which used to be a near daily occurrence; for years I have been plagued by migraines at least two times a month, by changing my diet and exercising I have not had a migraine in over two months; for months my fingernails were breaking and peeling, now I have beautiful nails; and, the best thing since making these changes - I now know how it feels to be healthy and how good the right foods taste, I can't imagine ever going back."

As a second phase to my program, I made a commitment to drastically improve my fitness health. I was greatly pleased with my initial weight loss and was able to keep it off but realized that I couldn't attain the results that I wanted through diet alone- I needed a focused fitness plan! This past June I began working out at ROCK Institute with a Performance Trainer and have since lost nearly 40lbs! Best of all, I now have tone and definition that I have not had in over a decade and I truly feel great.

My overall health has improved dramatically - I haven't even had so much as a sniffle this winter. I continue to eat and hydrate according to my personalized ROCK Nutrition Blueprint that I received over a year ago, and more importantly, have completely done away with all of the allergies that used to slow me down every day! Since college I have had gym memberships, signed up for fitness programs, and none of them compare to the results, support and expert counsel I receive at The ROCK- I can't imagine ever going anywhere else!"



**Marice White**

(30 days after Fat Buster Program)



"After 12 years in the NBA your body takes a beating. My body hurt everywhere and I thought I was finished and then I discovered ROCK Institute.

I would not have believed it was possible to make me pain free in such a short period of time. Every NBA athlete needs to know about the ROCK before they fall apart!"

**Sean Rooks | Orlando Magic, NBA Veteran (retired)**

TO VIEW MORE TESTIMONIALS PLEASE VIEW WEBSITE