

# KAATSU®



KAATSU  
LIFESTYLE



# KAATSU LIFESTYLE

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# KAATSU LIFESTYLE

*(a paperback adaptation of KAATSU Magazine, Volume III, Issue 2)*

By Steven Munatones for KAATSU Global, Inc.

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# KAATSU LIFESTYLE

## THE LETTER FROM THE EDITOR



While most people are attracted to the emerging BFR (Blood Flow Restriction) market due to its potential to develop muscle hypertrophy, KAATSU offers so much more than a focus on muscle tone and muscle growth.

KAATSU presents a radically different paradigm for teenagers and young adults as well as for working parents, busy executives, and aging Baby Boomers. KAATSU enables anyone to exercise and rehabilitation anywhere anytime, especially important these times during a pandemic with lockdowns, stay-at-home mandates and quarantines.

That concept—anyone doing exercise or rehabilitation anywhere anytime—may be difficult to grasp in a pre-KAATSU world. But once the concept is integrated into your lifestyle, it soon becomes liberating. You are free to eliminate visits to the gym. You are free to skip a workout if you, instead, do KAATSU while folding clothes, writing emails or washing dishes. If this sounds too good to be true, the

lessons and lifestyles of the people in this KAATSU Lifestyle Edition may be enlightening for you.

Imagine a day when you can exercise or rehab at your office, in the comfort of your home, or while watching TV or reading a book. You will literally buy yourself more time, taking efficiency to an entire new realm. Your lifestyle can be restructured and revitalized.

Only a generation ago, we mailed handwritten letters to friends and family—and went to the store to develop film in order to enclose a photograph. Now, we shoot them a text with a digital photo, video or hyperlink to a tweet. That kind of significant paradigm shift is what KAATSU offers to people from all walks of life in contemporary times.

*Steven Munatones*  
Steven Munatones,  
CEO & Co-founder  
KAATSU.com  
Huntington Beach, California  
U.S.A.

# KAATSU CYCLE 2.0



## DO

- » Correctly place the KAATSU Air Bands on your upper arms and upper legs every time.
- ⊕ Note : On your arms, the Bands should be placed above your biceps and triceps near your armpit, but below your deltoids.
- » Check Base SKU (pressure) and find Optimal SKU (pressure) during every KAATSU session. Optimal Pressure is one that is not so high as to occlude, but high enough to get that “KAATSU Fatigue/Failure Feeling” during exercise.
- ⊕ Note: Your Optimal SKU can change on a daily basis.
- » Release the KAATSU Air Bands if you feel something is not right. If you feel lightheaded or if you have any pain on one side or the other, stop and continue on another day.
- » You can do different exercises or movements during KAATSU. You can type emails or play the piano or play computer games. Be creative and enjoy the experience.
- » Rest 30-60 seconds between different sets of exercises.

## DON'T

- » Do not ever fully occlude blood flow. Signs of this are collapsed veins, no pulse at the wrist, pale palms and skin, severely delayed (>6 seconds) capillary refill.
- » In the untethered mode, do not have the air bands inflated for more than 20 minutes on your limbs
- » Do not lift heavy weights when doing KAATSU

# WHEN SNOW FALLS, KAATSU TO STAY WARM

**K**AATSU Master Specialist Chris Morgan has been using his KAATSU equipment for his rehabilitation of his broken ribs and broken heel as well as training his competitive swimmers and adult swimmers - both in their daily workouts and during competitions.

Over the years, Coach Morgan has really appreciated the effects of KAATSU, the original BFR. But this winter, especially after heavy snowfalls, he has appreciated his KAATSU equipment even more.

The Boston area experienced a heavy

snowfall last night and this morning.

Before KAATSU, Morgan used to shovel snow in the mornings and his hands would get cold. No more.

At first, he used to shovel snow and then do a KAATSU Fitness session when he came into his home. "With more than a foot of snow on the ground, I always had a lot of snow to shovel. My hands would get borderline frostbite. I would do about 6 sets on the Pro Low pressure setting and my hands were as warm as ever.

*But nowadays, I just wear the KAATSU Cycle 2.0 while I shovel. It is a tremendous workout that solves the immediate problem of removing snow from my driveway and porch and around the house, but my hands always stay warm. At first, I started wearing the KAATSU Air Bands over my jacket, but then I realized that the effects and warmth were so much better when the bands were over my shirt, but underneath my jacket. For someone with cold feet, putting bands on their legs would be great."*





# KAATSU IS THE PERFECT LOCKDOWN PROJECT

“

**We have picked up ideas from the KAATSU magazine and the blogs and have added many new exercises to our workouts.**

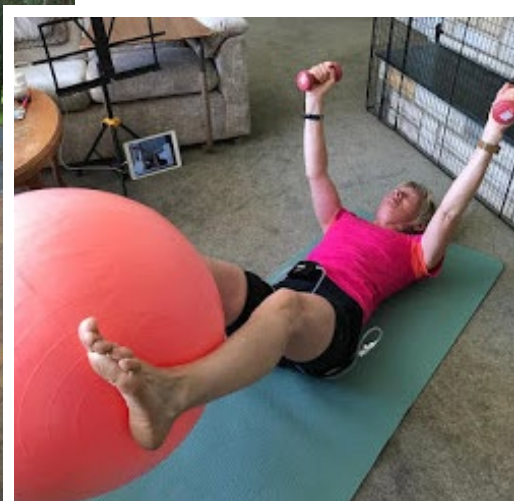
**K**athy Davison and Angela Hughes are identical KAATSU-using twins in England. As they approach their 62nd birthday, they are unquestionably fit and healthy Baby Boomers.

After hearing about KAATSU the original BFR on Dr. Joseph Mercola's podcast this year, Angela and Kathy became regular users starting on April 4th. Angela said, "KAATSU has been the

perfect lockdown project. We're great enthusiasts and use our kit every day. Whenever we can, we do Facetime workouts 'together', [even though we are] 100 miles apart.

We synchronize the button presses so that we workout using identical KAATSU settings.

We were both previously very active (home gym, running, cycling and swimming – when pools were available),



but have undoubtedly both increased muscle and become fitter and stronger by using KAATSU.

We have picked up ideas from the KAATSU magazine and the blogs and have added many new exercises to our

workouts. We also use the kit around the house doing less energetic activities (e.g. playing the sax).

We know there are many ways to use KAATSU and that there's much more to learn about this amazing kit.

This is exciting for the rest of lockdown and beyond."

The twins use the KAATSU Cycle 2.0 unit and the KAATSU Air Bands.





# KAATSU BEAUTY

## KAATSU CYCLING DURING FACIALS



**KAATSU Beauty, the original BFR, has been used by skin care professionals, aestheticians, and make-up artists for decades in Japan.**

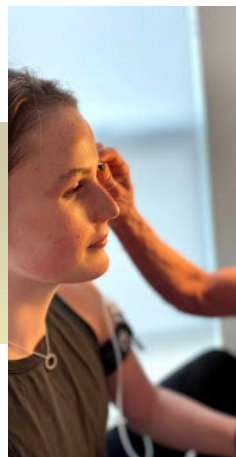
**A**nd the specialty application of KAATSU Beauty is now catching on in Southern California.

These KAATSU Beauty specialists - from Tokyo to Newport Beach - cater to both young women and older women and understand how increased blood flow in their clients' skin and face helps them on a number of wellness and cosmetic perspectives.

In 2006, researchers from the University of Tokyo and the Tokyo Metropolitan

University studied what was anecdotally known by the KAATSU Beauty market. They published a formal study project titled, [\*Effect of knee extension exercise with KAATSU on forehead cutaneous blood flow in healthy young and middle-aged women.\*](#)

In this study of women (average age 34.5 years), they concluded that the cutaneous blood circulation (circulation and blood supply of the skin) in the foreheads of test subjects were improved with unloaded unilateral knee



extension exercises (i.e., 3 sets of 15 repetitions taking less than 75 seconds per set with a single KAATSU Air Band on their left upper leg without weights or resistance).

The women performed the three-set series of exercises twice - for the first time, they did it without KAATSU, and for the second time with KAATSU with the KAATSU Air Band inflated initially to 140 SKU and ending eventually at 200 SKU.

The blood flow in the foreheads of women was calculated from the blood velocity and red blood cell mass that was determined by laser blood flowmetry.

This conclusion of how blood circulation in a KAATSU user's forehead is improved with relatively easy leg exercises that focus on the quadriceps and hamstrings seems either impossible or illogical.

While the KAATSU users experienced no changes in blood lactate and hematocrit

(i.e., volume percentage of red blood cells in blood), their norepinephrine levels increased. Norepinephrine is a naturally occurring chemical that acts as a stress hormone because the brain perceives that a stressful event has occurred.

This natural biohack created by the KAATSU leg exercises helps improve the subjects' forehead cutaneous blood flow. The beauty care experts and aestheticians in Japan and Southern California know that if KAATSU lower body exercises helps improve circulation and blood supply of the skin of the face, then KAATSU upper body exercises also do the same.

In the video above, the aesthetician was simultaneously doing the KAATSU Cycle mode while treating her client who was also using the KAATSU Cycle mode. Both were using the KAATSU 2.0 device and the KAATSU Air Bands on their arms. You can read the full study shown below or click through [here](#).



# KAATSU

## ANYTIME ANYWHERE BY ANYONE

**W**ith increasing calls for the rescheduled Tokyo Olympics to be cancelled and the rumored possibility for the entire 2020-2021 academic school year to be entirely online (coming from major public universities like University of California Berkeley to universities in the hardest hit areas in the American Northeast) due to the ongoing coronavirus pandemic, American society is in this fight for a longer term than Americans originally envisioned.

While some states may loosen their reins and recommendations on opening up the economy that will enable fitness clubs to reopen soon, there is a very real possibility that most yoga studios, gyms, pools, indoor rowing and spin studios and gyms will remain closed for the short-to-medium term.

If that becomes the case, then the demand for home gym equipment like free weights, resistance bands, TRX straps and Bosu Balls will continue to skyrocket.

And even if the fitness clubs are defined as providing essential services by local and state authorities, there may not be a massive rush to return to normal. These are good reasons to invest in a KAATSU Cycle 2.0 or KAATSU B1 or KAATSU C3.



For US\$899, there is no other piece of equipment that is as versatile, effective and efficient as the KAATSU Cycle 2.0.”

The KAATSU Cycle 2.0 can be used:

- to augment any and all forms of exercise around your home and neighborhood
- to augment standard physical therapy at your home and office
- to augment any type of exercise or rehabilitation equipment including weights, resistance bands, TRX straps, Bosu Balls, jump ropes, medicine balls, AlterG machines, red light therapy, etc.
- to enable highly efficient recovery from a stressful day or vigorous workouts
- to incorporate into your daily chores - from washing dishes to folding clothes - so you can accomplish household duties WHILE working out
- during travel and vacation - essentially enabling you to take your workout and rehabilitation equipment with you to use anywhere, anytime

### Cost and Value

The KAATSU Cycle 2.0 costs US\$899. If KAATSU is used as recommended (i.e., twice per day for less than 15 minutes either before, during or after workouts and before bedtime for full recovery, the cost per use over the course of a year is \$1.23 (or \$0.61 over 2 years).

### Testimonials

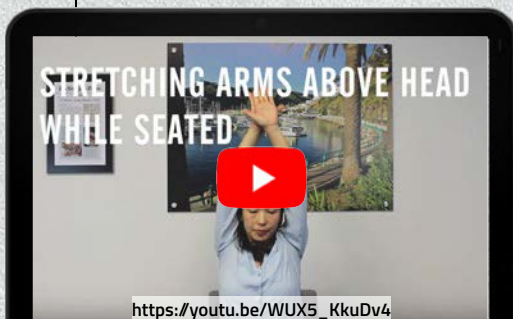
As [Ben Greenfield](#), one of the Top 100 Most Influential People In Health And Fitness, says “When you combine exercise with KAATSU, you experience a significant hypertrophic, growth

*hormone, and testosterone response... a significant increase in muscle protein synthesis, without the simultaneous increase in inflammation and muscle damage.”*

[Dr. Joseph Mercola](#), an osteopathic physician shown on left, agrees, “After careful review, it is clear to me that the KAATSU equipment is the best BFR equipment on the market, as it is the only one that allows you to do cycling or automatically cycling pressure on for 30 seconds and off for five seconds.”

World champion swimmer [Michael Andrew](#) knows KAATSU's value in terms of recovery, “My body will send extra white blood cells and growth hormone to repair muscles my body THINKS are being broken down, but actually are NOT being broken down, speeding up recovery.”

“For US\$899, there is no other piece of equipment that is as versatile, effective and efficient as the KAATSU Cycle 2.0,” says [Steven Munatones](#). “Not only can users maintain and improve their speed, strength, stamina, and agility with



*KAATSU equipment anytime anywhere, but they can also rehabilitate and recover from any musculoskeletal injury they may have."*

### Speed

The KAATSU Cycle 2.0 and the KAATSU Air Bands can be used in different ways to develop speed (see examples [here](#)). The ideal KAATSU speed workout begins with the KAATSU Cycle mode and then continues in the KAATSU Training mode with bursts of speed - either sprints or agility drills.

### Strength

The ideal KAATSU strength workout begins with the KAATSU Cycle mode and then continues in the KAATSU Training mode with any type of bodyweight exercises or with light weights (see suggestions [here](#)) - or the videos below with numerous examples with [Dr. Cory](#) - see [here](#) for many recommended workouts by Dr. Cory.

For strength gains, the repetitions can be a combination of slow repetitions with contractions and normal-speed repetitions, all using relatively light



weights or resistance bands. For muscle girth gains, very slow repetitions both in the positive and negative directions under high SKU pressure is optimal.

### Stamina

The ideal KAATSU stamina workout begins with the KAATSU Cycle mode and then continues in the KAATSU Training mode with any type of aerobic

work including running, using rowing machines, spinning bikes or treadmills, or doing burpees or quick bodyweight exercises.

In the KAATSU Training mode with the bands untethered, users can run or do any kind of agility drills - or even any kind of Tabata regimen with the KAATSU Air Bands on, skyrocketing their pulse - or just take it easy by walking the dog.

### Agility

Improving one's agility with the feet and body, or any kind of upper body motion for ex-athletes or developing leg strength and mobility for



users of all ages are all enabled with a combination of the KAATSU Cycle mode and the KAATSU Training mode.

### Rehabilitation

Effective rehabilitation and recovery are both well-documented by using the KAATSU Cycle mode, 2-3 times per day, whether users are facing recovery from a muscle tear, a bone break, or any kind of ligament or tendon injury.

### Recovery

In order to avoid or minimize DOMS (delayed onset muscle soreness), 3-6 KAATSU Cycles are the most effective means to remove lactate immediately after a vigorous workout.

### Versatility & Augmentation

The KAATSU equipment can effectively augment any kind of fitness equipment the athlete may use: AlterG machines, rowing machines, spin bikes, barbells, dumbbells, resistance bands, TRX suspension straps, jump ropes, pools (either for aqua therapy or exercise), StairMasters, power racks, pull-up bars, dyno disks, physioballs, foam rollers, agility ladders, kettlebells, etc. Nothing is off the table...you have full functional mobility while wearing KAATSU.

Or the KAATSU Cycle 2.0 can literally be used solely by itself with bodyweight exercises.

The KAATSU equipment can effectively augment any kind of movement the athletes may do: running, spinning, stretching, yoga, weight lifting, rehabilitation exercises, swimming, cycling, throwing, kicking, etc.

### KAATSU Cycle 2.0 Features

- can be used anywhere anytime by anyone - including the family members of our professional and Olympic sports clients
- compact
- quiet
- light
- durable
- useful for arms, legs and core
- includes 4 KAATSU Air Bands for both arms and legs
- easily rechargeable battery with a USB-C charger (that pulls into smartphone chargers or laptops)
- bands are waterproof for use in the pool

### Patented

Based on the original KAATSU know-how and US patent #9,775,619 (Compression and decompression control system and vascular strengthening method).



# KAATSU FITNESS ON THE GO WITH DAVID TAWIL



KAATSU Master Specialist David Tawil travels frequently between Tokyo and Tel Aviv, teaching KAATSU to individuals, professional athletes and military personnel in Europe, North America, Israel and Japan.

Tawil demonstrates a few of the various ways how he integrates KAATSU the original BFR into his travel - for business or pleasure - by getting a full workout in his hotel room without any special equipment.



# DR. CORY ON DOING KAATSU ANYWHERE ANYTIME



KAATSU Master Specialist [Cory Keirn DPT](#) explains how and where KAATSU can be used...anywhere anytime, including in your car while waiting for your children.

You can use KAATSU for exercise or rehabilitation while...

- typing an email in your office
- waiting for an airplane or the train
- sitting in the passenger seat on a long drive
- doing the dishes or folding clothes
- watching TV
- doing homework or reading a book
- walking your dog
- stretching

- packing your bags or tidying up your room

Once you understand that exercise and rehabilitation can be done anywhere anytime, your efficiency and effectiveness in getting things done goes way up. And exercise is transformed to simple movement - that you constantly do during the course of your day - with KAATSU equipment.



# KAATSU FITNESS WALKING, INCREASING STRENGTH AND STAMINA



The most common use of KAATSU equipment is during simple walking. KAATSU users put on their leg bands and simply do KAATSU Walking after a meal, while walking around the neighborhood or walking the dog. Either the KAATSU Cycle mode or the KAATSU Constant mode can be used, but you can walk longer in the KAATSU Cycle mode while the KAATSU Constant mode should be limited to 20 minutes.

Over 10 years ago, academic researchers from Japan confirmed what KAATSU Specialists have long known: that low-intensity exercise with KAATSU Air Bands leads to muscle growth and strength gains.\*

Many researchers between 2000 - 2005 tested KAATSU Walking with MRI-measured muscle size and strength (maximum dynamic or one repetition

maximum) and isometric strength along with blood hormonal parameters. Testing was done on both control groups and experimental groups of subjects ranging from [young men](#) to [older women](#).

The testing was done using 20-minute bouts of treadmill speed of 50 meters per minute. The researchers found a multitude of benefits and changes among the experimental KAATSU users while there was no change in muscle size and

dynamic and isometric strength in the control group..

1. Serum growth hormone was elevated after KAATSU Walking with the experimental group, but not with the non-KAATSU control group.
2. MRI-measured thigh muscle cross-sectional area and muscle volume increased by 4 - 7%.
3. One repetition maximum and maximum isometric strength increased between 8 - 10%

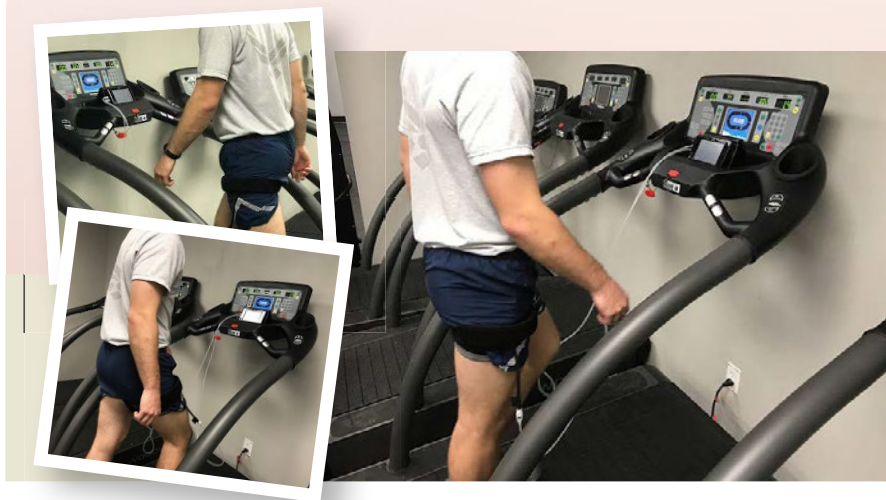
Furthermore, indicators of muscle damage (creatin kinase and myoglobin) and resting anabolic hormones did not change with both groups. The researchers concluded that KAATSU Walking induces muscle hypertrophy and strength gain despite the minimum level of exercise intensity after 3 weeks, and that KAATSU Walking may be a potentially useful method for promoting muscle hypertrophy for a wide range of the population including the frail and elderly.

While these benefits have long been known in Japan, there have been many other applications that have since been

developed and researched that address age-related skeletal muscle loss (sarcopenia) that inhibits mobility and increases the risk of developing several diseases such as diabetes, osteoporosis and heart disease.

As the implications of KAATSU protocols began to be appreciated by the United States military, researchers like [Dr. William Ursprung](#) at Texas A&M University studied the effects of KAATSU Walking to improve aerobic capacity. Dr. Ursprung evaluated the effects of KAATSU Walking on VO2max, 1.5 mile run times, and muscular size at low training volumes and intensities with airman from the U.S. Air Force 350th Special Operations and Tactics Training Squadron.

After three weeks of KAATSU Walking, the test found significant improvements in VO2max, significant decreases in 1.5-mile run time, and significant increases in thigh muscle cross sectional area and the researchers concluded that KAATSU Walking represents a methodology for improving aerobic capacity, endurance and muscular size at low training volumes and intensities.



This conclusion mirrored the applications for KAATSU that many far forward-thinking coaches and trainers have known and used. For military personnel and athletes who are looking for concurrent improvements in strength and endurance, they do not always have to move, run, swim, cycle or row at maximum intensity if they strategically use KAATSU equipment.

While movement or exercises with KAATSU equipment performed with intensity will result in significant

physiological and athletic improvement, it is always unnecessary.

*"As long as their technique and athletic form is correct, athletes and military personnel can realize benefits with KAATSU by moving more slowly (i.e., walking versus running or swimming at a moderate pace versus swimming at maximum speed) rather than always going all-out," explains Steven Munatones. "Perhaps this lowered intensity is appropriate after injuries or immediately after a competition or during a taper*



**KAATSU MASTER 2.0**  
starting at \$5,375



**KAATSU CYCLE 2.0**  
\$899

2.5 pounds

group use

data collection

5 preset & custom pressure levels

4 sets of band

—

patented

Specialist Certification (Included)

Masimo Pulse Oximeter (Included)

warranty options

financing available

Military/Public Service Discount (10%)

3.5 ounces

individual use

—

6 preset & custom pressure levels

1 set of bands (2 arms + 2 legs)

—

patented

Specialist Certification (Optional)

Masimo Pulse Oximeter (Optional)

warranty options

financing available

Military/Public Service Discount (10%)

*phase of training. Perhaps this slower pace or raw speed is simply more appropriate during different parts of any specific workout when an athlete is working on their technique or form."*

This phenomena means that the implications and applications of KAATSU usage expands significantly. When benefits and improvements can be achieved at any speed, pace or level of

intensity, coaches and athletes can be much more flexible and creative in their training decisions.

For example, instead of only going all-out sprints with KAATSU, runners, cyclists, swimmers, rowers and skiers can practice at more moderate pace - which means that KAATSU can be done more frequently and with less resultant fatigue.

\* [Muscle size and strength are increased following walk training with restricted venous blood flow from the leg muscle. Kaatsu-walk training](#) by Professor Abe and Professor Kearns of Tokyo Metropolitan University and Professor Sato of the University of Tokyo.

\*\* [The Effects of Blood Flow Restriction Training on VO2Max and 1.5 Mile Run Performance](#) by William Ursprung, published in the International Journal of Exercise Science.



### KAATSU C3

\$999

3.1 ounces

individual use

—

6 preset & custom pressure levels

1 set of bands (2 arms + 2 legs)

ruggedized/water resistant

patented

Specialist Certification (Optional)

Masimo Pulse Oximeter (Optional)

warranty options

financing available

Military/Public Service Discount (10%)



### KAATSU B1

\$1,499

no device, only bands

individual use

data collection

6 preset & custom pressure level

1 set of bands (2 arms + 2 legs)

—

patented

Specialist Certification (Optional)

Masimo Pulse Oximeter (Optional)

warranty options

financing available

Military/Public Service Discount (10%)

# DAVID TAWIL AND LEXIE KELLY DOING KAATSU ON NEWPORT BEACH



**K**AATSU Master Specialist David Tawil has been doing KAATSU the original BFR since 2014. He recently worked with professional marathon swimmer Lexie Kelly doing a tough KAATSU leg workout on the shores of Newport Beach, California.

They warmed up with a few KAATSU Cycles in the KAATSU Cycle Mode on the KAATSU Cycle 2.0 and then transitioned to the KAATSU Constant Mode for a series of leg lunges and squats.





# RECOVER FASTER REHAB STRONGER PERFORM BETTER

## KAATSU - The Original BFR

### What Is KAATSU?

Invented in Japan, engineered and designed in California, KAATSU is the pioneer in the emerging Blood Flow Restriction (BFR) market that automatically and safely optimizes blood circulation for health, fitness, rehabilitation, and recovery. KAATSU is a small automated compressor and pneumatic, stretchable bands which are placed around your arms or legs. The bands inflate and deflate in a patented sequence based on algorithms that boost circulation, improve hormonal balance, and develop muscle tone in a time-effective manner with a minimum of effort. KAATSU equipment and proprietary protocols offer unparalleled performance, precision, and safety for users of all ages, fitness levels, and walks of life - and can be used anywhere anytime to help you Recover Faster, Rehab Stronger and Perform Better.



### Featured In

THE  
WALL STREET  
JOURNAL

Outside

MilitaryTimes

THE NEW YORK  
REGISTER

ESPN

NHK  
WORLD  
JAPAN



# The Comeback of ROY BURCH

## SPECIAL FEATURE



"I drove my body upwards as strongly as I normally do, trying to be as explosive as possible," recalled Olympic sprinter Roy Burch.

"When my feet left the ground, I heard something tear from both legs."

"I knew immediately that the injury was bad, but I had no idea that I would be out so long."

ROY BURCH

(Continued on page 23)



## SPECIAL FEATURE ON OLYMPIAN?

ROY BURCH

*(Continued from page 22)***Burch was down and out.**

In a series of jumping squats, he had literally jumped so fast and so hard that he tore his ligaments right from the bone.

It was a freak accident, but this was the level of intensity that Burch had become known for.

A two-time Olympic swimmer from Bermuda, Burch was among the best in the world in the start of the 50- and 100-meter freestyle sprints.

**The man to watch...**

Consistently the man to watch with the fastest reaction time off the starting blocks, Burch used his impressive physical skills to gain an early advantage over his rivals.

His coaches, both in Bermuda and at SwimMAC in North Carolina, knew that Burch has the talent and drive to be a force to be reckoned with at the 2016 Rio Olympic Games.

But he has to remain healthy and on top of his game to compete with the sprinters from traditional swimming powerhouses like the United States, France, South Africa and Australia.



However, he found himself crumbled on the ground, writhing in tremendous pain.

**In spite of his fears, he formulated a plan.**

As soon as his fears became a reality, he had already formulated a plan to come back. Burch was not an athlete to remain down for long.

But his rehabilitation was a bear. Eight weeks in a wheelchair, his powerful physique took a hit.

His muscular frame, especially his powerful legs, were atrophying even through he was undergoing an intense program of traditional physical rehabilitation.

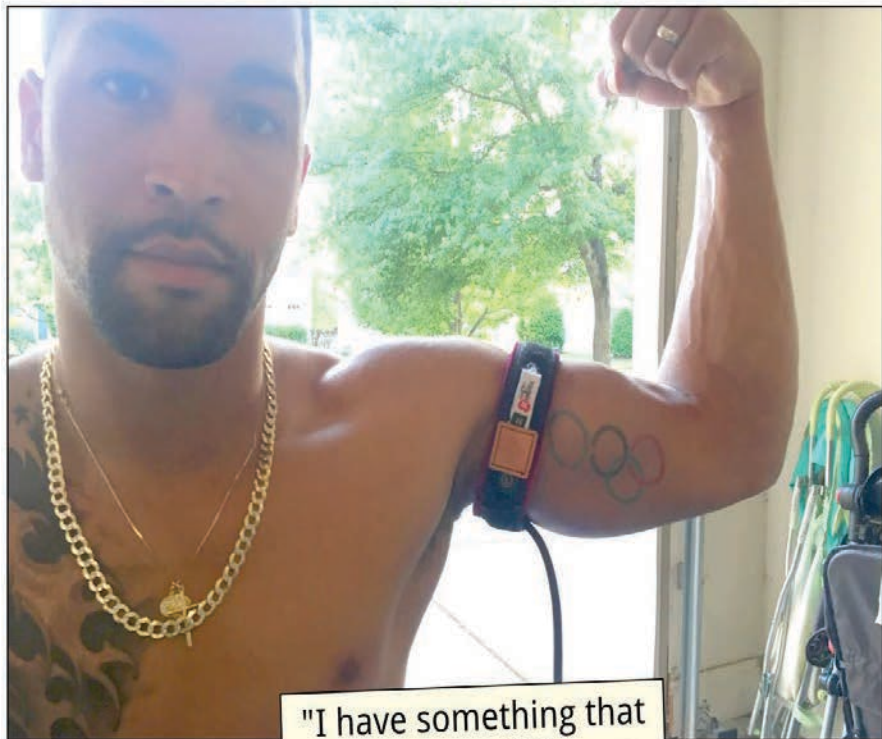
**Atrophy ensues.**

His muscular frame, especially his powerful legs, were atrophying even through he was undergoing an intense program of traditional physical rehabilitation.

ROY BURCH

*(Continued on page 24)*





ROY BURCH  
(Continued from page 23)

Enter Chris Morgan, an Olympic swimming coach from Beverly, Massachusetts who specializes in developing sprinters from young age-groupers to international Olympians like Burch.

This was not the first encounter between Roy and Chris. They had crossed paths twice before: once in 2008 at the Olympics in Beijing when Morgan's athlete Andrei Cross (from Barbados), introduced the pair, and then again the two

"I have something that can help you," Morgan tweeted at Burch.

"I am game," Burch tweeted back.  
"What is it?"

"KAATSU."



spoke briefly at the World Championships in Doha, Qatar in late 2014.

So began the odyssey that brought the unlikely pair together: one coach from Beverly, one athlete from Bermuda.

"I have something that can help you," Morgan tweeted at Burch.

"I am game," Burch tweeted back.  
"What is it?"

"KAATSU."

"KAATSU?"

ROY BURCH  
(Continued on page 25)



Two years ago, Morgan had been introduced to KAATSU while coaching at Harvard University and had used KAATSU to rehabilitate himself from two broken ribs.

ROY BURCH  
(Continued from page 24)

Morgan, himself a former sprinter, had also prided himself on a powerful kick to propel him through the water.

"I understood what Roy had lost and what he needed to gain back," he said.

Two years ago, Morgan had been introduced to KAATSU while coaching at Harvard University and had used KAATSU

to rehabilitate himself from two broken ribs.

"I broke two ribs in a mud run and did KAATSU twice a day for a week. After 7 days, I went back to get x-rays because I no longer felt any pain. The x-rays had shown that the ribs were completely healed. From that point on, I was sold on KAATSU."

"Later, I started to use KAATSU with my high school swimmers and they dropped unbelievable times."

ROY BURCH  
(Continued on page 26)



"KAATSU is totally unheard of in Europe and America, but it is a proven Japanese strength-building modality that is safe.

It offers the most effective form of rehabilitation that I have ever seen in my career."

~ Chris Morgan

ROY BURCH

(Continued from page 25)

"Now I knew what the Japanese and Chinese had and what was missing here in the U.S."

Morgan's observations were validated when he saw what the U.S. Olympic skiers and jumpers were doing with KAATSU under the guidance of Dr. Jim Stray-Gundersen in Park City, Utah.

The skiers had their fair share of horrific injuries and had

similarly rehabilitated quickly from injuries ranging from broken bones to torn muscles.

"KAATSU is totally unheard of in Europe and America, but it is a proven Japanese strength-building modality that is safe. It offers the most effective form of rehabilitation that I have ever seen in my career that has taken me from Stanford to 14 years in Europe," Morgan explained.

With the sponsorship help of FINIS, Morgan brought Burch a KAATSU Master, the highest end KAATSU device used by professional sports teams, and a

ROY BURCH

(Continued on page 27)



## ROY BURCH

(Continued from page 26)

set of high-tech KAATSU Air Bands. Morgan visited Burch's home in Charlotte, North Carolina and they went right to work.

Morgan taught Burch the standard KAATSU protocols that Morgan had learned from one of the premier Japanese KAATSU Specialists.

"Shimizu-san came from Tokyo while I was at Harvard and really taught me the detailed principles and protocols of KAATSU that were invented by Dr. Yoshiaki Sato in Tokyo in 1966.

"His training was just like the movie Karate Kid... 'wax on, wax off.'"

"Over and over again, Shimizu-san showed me all the nuances and fine details of how to rehabilitate athletes quickly with KAATSU."

Morgan shared these protocols with Burch including KAATSU 3-point exercises and principles such as 'going to failure', capillary refill time, and setting the base and optimal pressures.

Burch soaked up the KAATSU know-how like a sponge. "I felt the impact of KAATSU immediately," recalled Burch.

"All the power that I had lost felt like it was coming back when I did KAATSU."

Burch was as diligent in his KAATSU



For more information about KAATSU Training, visit [KAATSU-GLOBAL.com](http://KAATSU-GLOBAL.com)

rehabilitation as he had been with his pre-Olympic training.

Within days, his girth started to come back on his legs as he keeps diligent notes on his training and rehabilitation.

"I felt sensations in my legs right from the beginning. I gained noticeable muscle growth on my legs within a week. Within a month, I was nearly back to where I was before. I have never seen anything like this."

"Roy still has a ways to go," admitted Morgan. "But it has been 4 weeks since Roy started dry-land KAATSU. We will soon start to incorporate KAATSU Aqua into his overall KAATSU rehabilitation and he can do

KAATSU in the water, building the precise muscles that he needs to explode off the blocks, in the water, and off the walls. Once he is back, Roy will then start doing KAATSU Training as opposed to doing KAATSU as therapy."

Morgan believes that Burch will not only fully recover, but he will become stronger and faster than ever before. His Olympic dream was not over; it is still on.

So despite Burch's jumping squat that snapped his ligaments, his fall ultimately has led to a dramatic rise.

**OWSM**

# KAATSU ISOMETRICS: BENEFITS IN STRENGTH, SPEED, STAMINA



One of the most surprising places to realize the benefits of KAATSU is an economy-class seat in an airplane.

Similarly, the benefits of KAATSU the original BFR can be realized while you are sitting down to watch a movie.

In both cases, you can do isometric exercises by repeatedly pushing your arms against an immobile armrest or placing the palms of your hands and push against one other. These isometric exercises engage your muscles without movement and nearly eliminate any wear and tear on your joints.

There are many kinds of isometric exercises that you can do with KAATSU Air Bands on either your arms or your legs:

- sit down and extend your legs out and hold while contracting your muscle
- wall squats
- do a heel raise and hold
- stand up and lift one leg and hold
- do biceps curls and hold while contracting your muscle
- do triceps extension and hold while contracting your muscle
- grasping your hands together and pulling apart
- hold yoga poses
- planks
- chest press against a wall
- holding a push-up position

“

During isometric exercises, the capillaries and veins (which hold 70% of your total blood volume in your body) are squeezed by the muscle fibers.

- lying down with your legs straight and your arms at your side while holding your head off the ground

Isometrics engages more muscle fibers than the movements with normal movement - and like KAATSU, can be done anywhere anytime while pushing or pulling against an immobile object or another body part. KAATSU augments the benefits while presenting fewer risks than traditional exercises with movement.

You can also work on a muscle from different angles and with different pressures or different degrees of tension. During isotonic and isokinetic movements, peak tension is only reached during a very small portion of the movement. But by holding a specific position under maximum tension, especially with KAATSU Air Bands on, the tension - and benefits - increase.

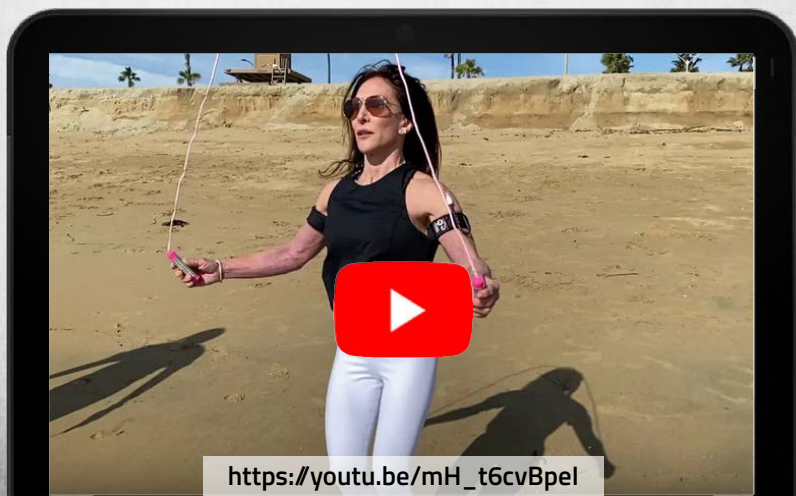
Additionally, and contrary to common thinking, isometrics can recruit the most fast-twitch muscle fibers during training. That is, you can get faster by not moving if your time under tension is maximized.



Additionally, isometric exercises can be effective at improving your cardiovascular fitness. During isometric exercises, the capillaries and veins (which hold 70% of your total blood volume in your body) are squeezed by the muscle fibers. This temporary and moderate stress forces your body to adapt and it responds by building more blood vessels and improving the elasticity in your blood vessels.

If you are waiting in a car and have your KAATSU equipment with you, throw on your KAATSU Air Bands on your arms or legs, and do some creative isometric exercises while just sitting. Build strength, speed and stamina with KAATSU isometrics.

# KAATSU JUMP ROPE



While most people are attracted to BFR (Blood Flow Restriction) equipment due to its potential to develop muscle, KAATSU offers much more than a focus on muscle tone and muscle growth.

**K**AATSU presents a radically different paradigm for teenagers and young adults as well as for working parents, busy executives, and aging Baby Boomers. KAATSU enables anyone to exercise and rehabilitation anywhere anytime, including using KAATSU with jump

ropes and all kinds of recreational equipment.

Whether you fold clothes or type emails, or jump rope, with KAATSU Air Bands on doing either the KAATSU Cycle or KAATSU Constant mode, you will get a great workout.

# KAATSU FITNESS: FEELING STRONG AND HAVING FUN



**W**hen BFR (Blood Flow Restriction) is viewed online, the images show many very fit, very strong, rather young people looking ripped. But a vast majority of KAATSU the Original BFR users are older people, including a majority of aging Baby Boomers who are not necessarily ripped, but interested in becoming more fit and reducing the pains and discomfort of their joints, back, neck and hips.

So while High Intensity Interval Training and resistance training (weightlifting) can be done with KAATSU equipment, it is much more highly recommended to simply move.

KAATSU Fitness spans all kinds of outdoor activities:

- \* Walk on the beach
- \* walk with your dog
- \* have fun with your friends
- \* do yoga
- \* fly a kite
- \* wash your car

With KAATSU Air Bands on in the KAATSU Cycle

mode, a simple activity like walking or playing around will generate the metabolic equivalent of a moderate or higher intensity workout.

The easy to moderate movements with KAATSU equipment in the KAATSU Cycle mode will help overall fitness while being convenient to use and much more sustainable over a lifetime instead of intermittently doing high intensity periods of training - and then quitting over time.



# KAATSU FITNESS, ANOTHER DAY AT THE BEACH



**F**or those users who have totally integrated KAATSU into their lifestyle are likely to “workout” while doing things they either like doing (e.g., flying a kite or spinning at home) or things they do on a regular basis (e.g., folding clothes or blow drying your hair).

KAATSU Fitness presents a radically different exercise and recovery

paradigm for teenagers and young adults as well as for working parents, busy executives, and aging Baby Boomers. KAATSU enables anyone to exercise and rehabilitation anywhere anytime, especially important these times during a pandemic with lockdowns, stay-at-home mandates and quarantines.

# KAATSU CYCLE 2.0

## BENEFITS



## KAATSU is the ultimate bio hack for health, rehabilitation and recovery.

Invented in 1966 by Dr. Yoshiaki Sato of Tokyo, Japan, and protected by 47 patents, KAATSU next-generation equipment and protocols have a unique and unprecedented safety track record with over 20 million individual KAATSU sessions in 48 countries around the globe.

Backed by over 50 years of expertise, KAATSU Global is excited to introduce the latest advancement in health and wellness, the KAATSU Cycle 2.0.

Fitting in the palm of your hand or in your pocket, the KAATSU Cycle 2.0 is the most advanced, most portable, easiest-to-use compression device in the world. In combination with a precise algorithm-controlled limb pressure, KAATSU's narrow, elastic bands yield to muscle contractions, providing safe and effective exercise and rehabilitation for users of all ages and from all walks of life, from Olympic champions to disabled individuals.

KAATSU users have a full range of motion providing complete control and the opportunity for a wide variety of movements and training.

*From elite athletes and soldiers to aging Baby Boomers and busy executives, KAATSU Cycle 2.0 is the next-generation training and rehabilitation device used around the world.*

KAATSU  
IS USED BY



# THE KAATSU CHOICE: HIGHER PRESSURES OVER HEAVY WEIGHTS



***“Your legs are stronger than life...”*** said New York Mets outfielder Yoenis Cespedes. He was explaining his condition after a tough KAATSU leg workout with ESPN sports broadcaster Jessica Mendoza in an ESPN interview.

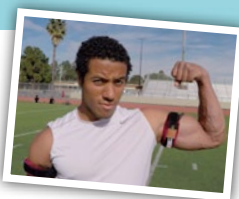
Mendoza tried KAATSU with Cespedes and Mike Barwis, an early adopter of KAATSU, at the Barwis Methods Training Center in Port St Lucie, Florida.

Personal trainers, strength and conditioning coaches, and exercise physiologists believe that optimal muscle building requires lifting of weights or doing resistance exercises. This leads to DOMS (Delayed-onset muscle soreness) that is felt after a hard workout and acute muscle soreness that is felt during or immediately after a workout.

Conventional wisdom is that the heavier the weight and/or the more repetitions or time in the gym, the larger and faster muscles will develop.

The muscle-building process leads to DMOS where the muscle fibers are damaged while weight lifting, and leads to the secretion of HGH (Human Growth Hormone) that results in muscle recovery, growth and size.

Practically, this means that if you are bench pressing 50 kg in 3 sets of 12 repetitions,



and then gradually increase the weight to 55 kg in 3 sets of 12 repetitions, then not only are you psychologically satisfied with your performance, but you are also getting stronger and most probably bigger in size.

And usually sore for a while after every weight training session.

Figuratively speaking, a strength and conditioning coach wants their athletes to lift more weights over more repetitions.

Let's imagine that those weights are rocks. Let's place those rocks in a bucket and ask the athlete to lift those imaginary buckets.

If the coach wants to increase their weight of that bucket, he will add another rock. But at some point, the bucket will be filled and no more rocks can be added.

But what if those rocks were replaced by sand? Rocks are clearly heavier than sand. But, if we filled the bucket with sand - tiny particles of little rocks - the overall weight of the sand-filled bucket will be even greater than a bucket filled with larger, heavier rocks.

Now imagine the coach wants to increase the weight of the bucket for his athlete. He cannot add another rock, but he can add some additional sand.

The sand enables micro increases of weight in a way that rocks cannot. This can enable the coach to help his athlete very gradually and very minutely increase the weight and performance gains.

Now figuratively imagine, a clever coach used powder instead of sand in his imaginary weight training bucket. Powder is obviously lighter than sand and significantly lighter than rocks. But powder enables the coach to very precisely and gradually increase the weight and strength of his athlete.

Essentially, the sand and the powder enables a more precise means to very

incrementally increase the strength and performance of an athlete.

Using KAATSU is similar to this analogy of using rocks versus sand versus powder.

KAATSU equipment enables strength and conditioning coaches to very precisely and MUCH more frequently increase the strength and size of their athletes in addition to their speed and stamina.

The preciseness and specificity that is enabled by KAATSU the original BFR is unparalleled. With KAATSU equipment, one pressure point increase is the figurative and literal amount that is equivalent to a single grain of sand or tiny bits of powder. For elite athletes who seek victory by being only incrementally faster, better, and stronger than their opponents, KAATSU - or the equivalent of adding sand or powder to your bucket - can be the incremental difference.

Likewise, for a stroke victim or a paraplegic who is striving to make only slight incremental improvements in their movements or strength, KAATSU enables the tiny increases in their Quality of Life. Performed regularly and ideally daily for less than 20 minutes per day, these incremental increases in performance and in the Quality of Life makes significant changes in the lives of healthy athletes and injured individuals.

Some younger and some male athletes frequently want to lift heavy weights with their KAATSU Air Bands on.<sup>1</sup> But it is not necessary to get bigger and stronger. The real key is two-fold:

- \* do KAATSU Cycles before and during the strength-training session
- \* finish off with some KAATSU Training
- \* increase the SKU pressure of the KAATSU Air Bands in the KAATSU Cycle and KAATSU Training mode instead of adding resistance (weights) to your lifts<sup>2</sup>

<sup>1</sup> As shown with New York Mets' Yoenis Céspedes in the ESPN report above.

<sup>2</sup> If you want to feel some resistance, you can use very light weights (e.g., water bottle or light dumbbells) and/or contract your muscles in the both the positive and negative directions.

# ROCKS, SAND, POWDER AND KAATSU



Most personal trainers, strength and conditioning coaches, and exercise physiologists believe that proper muscle building requires regular lifting of weights and other resistance exercises.

The conventional wisdom is that the heavier the weight and/or the more repetitions or time in the gym, the larger and faster muscles will grow.

Standard thought includes that part of that muscle-building process - at any age or with either gender - requires the experience of DMOS (Delayed Muscle Onset Soreness) where the muscle fibers are damaged while weight lifting, and thus leading to the secretion of HGH (Human Growth Hormone) that results in muscle recovery, growth and size.

Practically, this means that if you are bench pressing 50 kg in 3 sets of 12 repetitions, and then gradually increase the weight to 55 kg in 3 sets of 12 repetitions, then not only are you psychologically satisfied with your performance, but you are also getting stronger and most probably bigger in size.

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# KAATSU CYCLE 2.0



Unit weighs 3.5 ounces and measures 3.6" x 2.25" x 1"

- › Exercise, recover and rehabilitate anywhere anytime
- › Offers KAATSU Cycle and KAATSU Training modes
- › Ultra compact, ultralight, durable
- › Utilizes precise, computer-controlled limb pressure on both arms, or both legs
- › The pneumatic elastic bands can be “untethered” from the KAATSU unit and are waterproof, for use in the pool
- › Utilizes original KAATSU know-how
- › US patent #9,775,619

## PACKAGE

- › Includes 4 KAATSU Air Bands (for arms + legs)
- › Rechargeable battery with USB-C charger

## BENEFITS

- › Tone muscle without weights
- › Convenient: do anywhere, anytime
- › Offers access to KAATSU Performance Database
- › Offers 6 pre-set KAATSU Cycle levels
- › Improves speed, stamina and strength
- › Incredible time saver
- › Improves circulation
- › Faster recovery
- › Enables greater range of motion
- › Reimbursable with various CPT codes
- › Offers customizable KAATSU Training pressures
- › Proven safe for users up to 104 years old

## ABOUT KAATSU

KAATSU is the world-leader in blood flow moderation training and therapy. Invented in 1966 by Dr. Yoshiaki Sato in Tokyo, Japan and protected by 47 patents, our equipment and protocols have an impressive and unprecedented safety track record with over 20 million individual KAATSU sessions in dozens of countries across the globe. From elite athletes, to baby boomers, and everyone in between, KAATSU is the ultimate biohack for health and rehabilitation.

LEGAL NOTICE—DISCLAIMER Warning: KAATSU Global, Inc. cannot diagnose diseases, prescribe drugs, or recommend treatments for specific disease conditions and does not dispense medical advice. Any views and ideas expressed are opinions only and not intended to be a substitute for conventional medical advice or service. You agree that no responsibility or liability will be incurred to any person or entity with respect to any loss, damage, or injury caused or alleged to be caused directly or indirectly by the information contained within this document. If you have a medical condition, please see a licensed healthcare practitioner.

# KAATSU IN THE NEWS

KAATSU has received recognition and coverage in prominent and prestigious publications.



## "Can You Work Out Less, Get More Results?"

By Eleanor Wernock and Rachel Bachman  
The Wall Street Journal



*With Kaatsu, people do a light workout while wearing pressurized belts, first on the upper arms and then on the legs.*

## "Could the Kaatsu Workout Be the Most Efficient Exercise?"

By WSJ Video  
The Wall Street Journal



*Japanese bodybuilder Yoshiaki Sato says he has a way for Hollywood's aging action stars to stay as youthful and fit as ever.*

## MilitaryTimes

A TEGNA Company

### "Kaatsu training is blowing fitness researchers' minds"

By Jon R. Anderson, Staff Writer  
MilitaryTimes



*Read the article and discover why so many people are so excited about KAATSU Training.*

## Outside

### "You Should Probably Try This Japanese Blood-Flow Routine"

By Devon Jackson, Staff Writer  
OutsideOnline.com



*Footballers of both kinds have caught on. Here's what you need to know.*

#### Customer Service:

Call Toll-Free International +1-888-410-6350

e-mail: [info@kaatsu-usa.com](mailto:info@kaatsu-usa.com)



NEXT-GENERATION

AVAILABLE  
NOW

# KAATSU MASTER 2.0



- ◆ **Designed for performance, recovery, rehabilitation and wellness applications**
- ◆ **Touch-screen tablet offers personalized KAATSU Cycle options**
- ◆ **Dual air compressors enable each limb to be simultaneously inflated to different pressures**
- ◆ **WIFI connectivity enables automatic storage of user data in the KAATSU Cloud**

[www.kaatsu-global.com](http://www.kaatsu-global.com)

# NEXT-GENERATION KAATSU MASTER 2.0

AVAILABLE  
NOW

www.kaatsu-global.com

The new **KAATSU Master 2.0** is the fourth-generation **KAATSU** device that enables **real-time monitoring and archiving of user's physiological data**. The **2.0** is ideal for use by **individuals, corporations, organizations, physical therapy clinics, universities, hospitals, and teams**.

2.0 is combined with the Masimo MightySat™ Finger Pulse Oximeter and a wrist blood pressure monitor that capture and archive your oxygen saturation, pulse rate, Perfusion Index, Pleth Variability Index and blood pressure readings in real-time.

## FEATURES

- Designed for performance, recovery, rehabilitation and wellness applications
- Touch-screen tablet offers personalized and comprehensive KAATSU Cycle options
- Dual air compressors enable each limb to be simultaneously inflated to different optimally pressures
- WIFI connectivity enables real-time monitoring and automatic storage of data in the KAATSU Cloud
- Video feedback and interaction with KAATSU Master Specialists for real-time consultation
- Access to KAATSU Cloud where user information is automatically uploaded and archived
- Rechargeable battery
- Used with both the KAATSU Air Bands or KAATSU Aqua Bands
- Blood pressure up to 500 SKU (Standard KAATSU Units)
- Reimbursable with CPT codes

## BENEFITS

- effective muscle toning
- improved circulation
- faster recovery from competition or vigorous workouts
- anti-aging benefits
- improved speed
- enhanced stamina
- increased strength
- greater range of motion
- significant time savings
- convenience - exercise anywhere anytime
- offers 6 levels of the KAATSU Cycle

## PACKAGE

2.0 comes with 4 sets of KAATSU Air Bands or KAATSU Aqua Bands (Small, Medium, Large or Extra Large) and certification for KAATSU Specialists

## DATA MONITORING

Masimo MightySat™ Fingertrip Pulse Oximeter and a Wrist Blood Pressure Monitor measures and monitors the following data during exercise or rehabilitation:

- Pulse Rate (PR) or the number of heart pulses per minute indicates your overall fitness and exertion levels
- Oxygen Saturation (SpO2) or the oxygen level in the blood indicates changes due to your heart or lung function, oxygen use by your body, and altitude
- Perfusion Index (PI) indicates the strength of blood flow to the finger as blood circulation changes
- Respiration Rate (RRp) or the number of breaths per minute indicates how well your heart and lungs are functioning and how quickly you recover from exercise
- Pleth Variability Index (PVI) or the variation in perfusion index over your breathing cycle which may indicate changes in hydration, breathing effort, perfusion or other factors.
- Blood Pressure (BP) indicates your systolic blood pressure and diastolic blood pressure.

## 2.0 ALSO MEASURES AND ARCHIVES ADDITIONAL INFORMATION INCLUDING:

- KAATSU Time (KT) or the amount of time spent doing KAATSU per session
- Capillary Refill Time (CRT) or the amount of time in seconds that it takes for your capillaries to refill with blood
- KAATSU Exercise (KE) or the type of exercise, movement or rehabilitation you do with KAATSU
- KAATSU Cycle Function (KCF) or the specific type of KAATSU Cycle (e.g., Cycle 20 or Customized Cycle)

## BAND SIZES

KAATSU Air and Aqua Bands are available in 4 sizes: Small, Medium, Large and Extra Large. Measure the circumference of the top of your arm (right by your armpit) and the circumference of the top of your leg (right alongside your groin). Those circumferences will determine the appropriate size for your KAATSU Air Bands.

## ARMS

Small: circumference of upper arm is less than 11.5 inches (29 cm)  
Medium: circumference of upper arm is between 11.5 - 14 inches (29-35 cm)  
Large: circumference of upper arm is between 14 - 16.5 inches (35-42 cm)  
Extra Large: circumference of upper arm is between 16.5 - 21 inches (42-54cm)

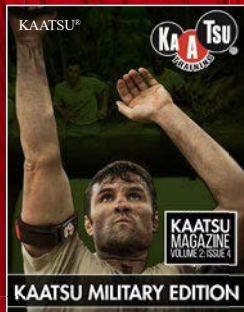
## LEGS

Small: circumference of upper leg less than 16 inches (40 cm)  
Medium: circumference of upper leg is between 16 - 21 inches (40-53 cm)  
Large: circumference of upper leg is between 21-26 inches (53-66 cm)  
Extra Large: circumference of upper leg is between 26-32 inches (66-81 cm)

# PREVIOUS ISSUES



# PREVIOUS ISSUES



For customer service,  
(or to order KAATSU products)

Call Toll-FREE: +1-866-217-3460

Email: [info@kaatsu.com](mailto:info@kaatsu.com)

Learn more about KAATSU, visit: [KAATSU.COM](http://KAATSU.COM)

Get the latest updates here:  
[KAATSUBLOG.COM](http://KAATSUBLOG.COM)

# LIFEFORCE IQ PRESENTS KAATSU



"Our goal is to awaken human potential by sharing precise effective tools and methods to maximize the health, happiness and performance of people who want to realize their potential," explains David Weinstein of LIFEFORCE IQ and OASIS in Boca Raton, Florida.

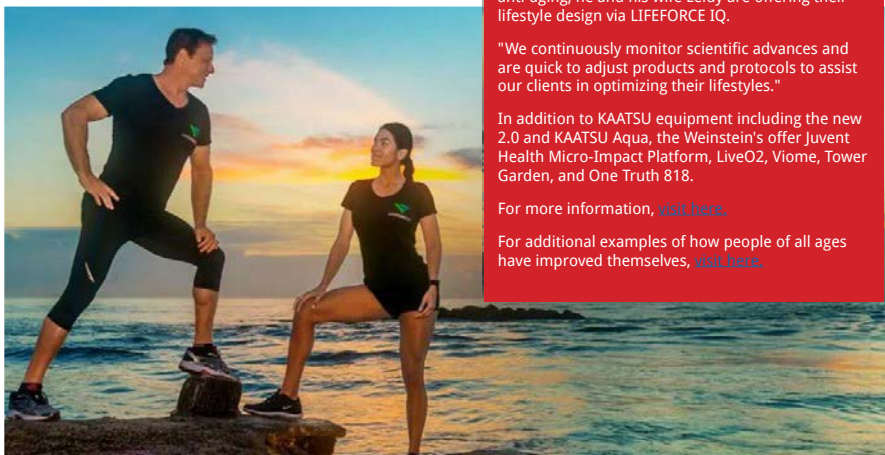
Weinstein was an investment banker for 35 years, specializing in biotechnology and medical companies. With that background and knowledge, combined with his lifelong interest in athletics and anti-aging, he and his wife Leidy are offering their lifestyle design via LIFEFORCE IQ.

"We continuously monitor scientific advances and are quick to adjust products and protocols to assist our clients in optimizing their lifestyles."

In addition to KAATSU equipment including the new 2.0 and KAATSU Aqua, the Weinstein's offer Juvent Health Micro-Impact Platform, LiveO2, Viome, Tower Garden, and One Truth 818.

For more information, [visit here.](#)

For additional examples of how people of all ages have improved themselves, [visit here.](#)



# MR. UNIVERSE MASTERS KAATSU

