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A L E T H A

The Mark

The Manual



Precision Muscle Relief for Everyday Heroes

Welcome

The Mark



Nothing is more vital to a healthy body than healthy hips. This is your primary core, where your upper and lower body meet. Your stability, alignment, and full range of motion begin here.

The Mark is the first and only tool designed to release tension in both the iliacus and psoas muscles. These muscles are commonly referred to as your hip flexors and, when tight, can create imbalance and misalignment throughout the body.

While they are often thought of as being the same, they are in fact 2 separate muscles that require your attention. Both the psoas and the iliacus need to be relaxed for the primary core to be aligned and for the rest of the body to work optimally.

View how-to videos at
www.alethahealth.com/howto

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Where do I use the Mark?

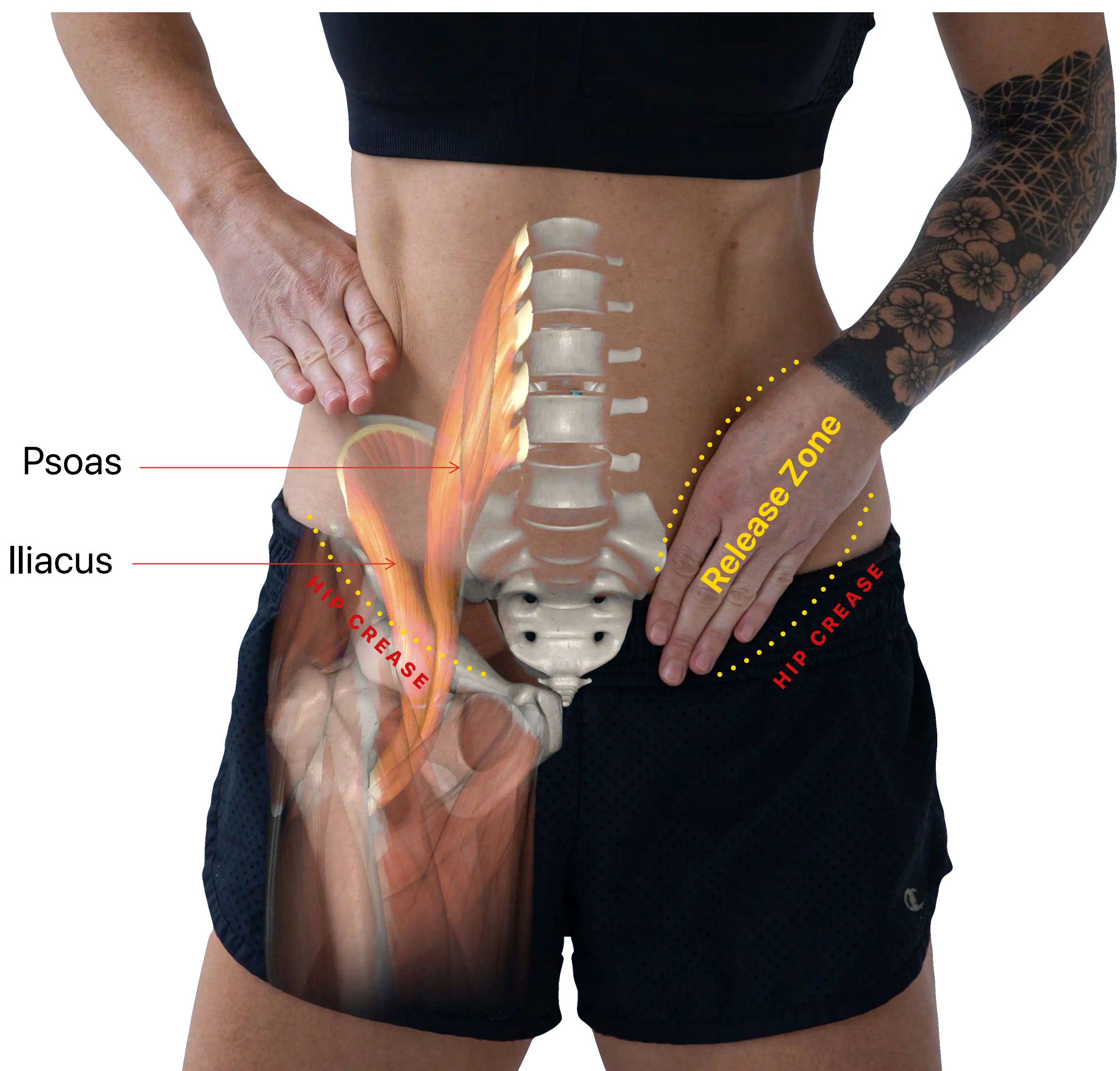
You will use the Mark to press into the hip flexor muscles where they pass through your lower abdominal and pelvic region. This area is the size of your hand. You should explore this entire region to locate your tighter spots.

1.

Put your hands on your hips and then trace the outline of the front of your pelvic bones with your fingers.

2.

Place your hand along the inside of your pelvic bone, with your fingertips above your hip crease.

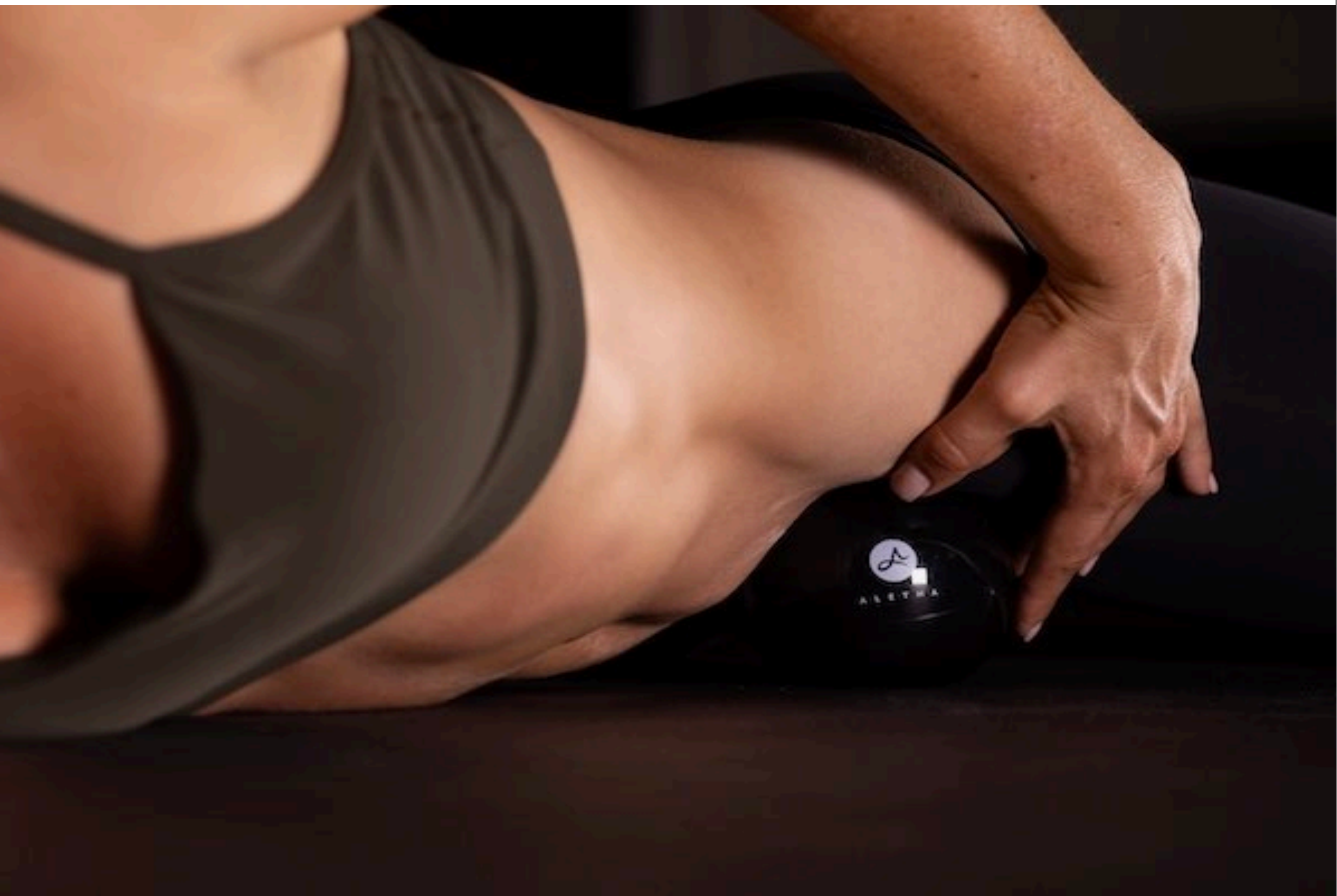


If you go from standing to sitting, your hip crease is the diagonal line where your hip bends. It separates your pelvis from your upper thigh. Stay above the the hip crease when using the Mark.

Start your journey with the Orbit

For those of you who own the Orbit, it is a great tool to begin exploring what it's like to have pressure on this region with its wider, softer design. Simply lie over the Orbit and let it ease your body into relaxation.

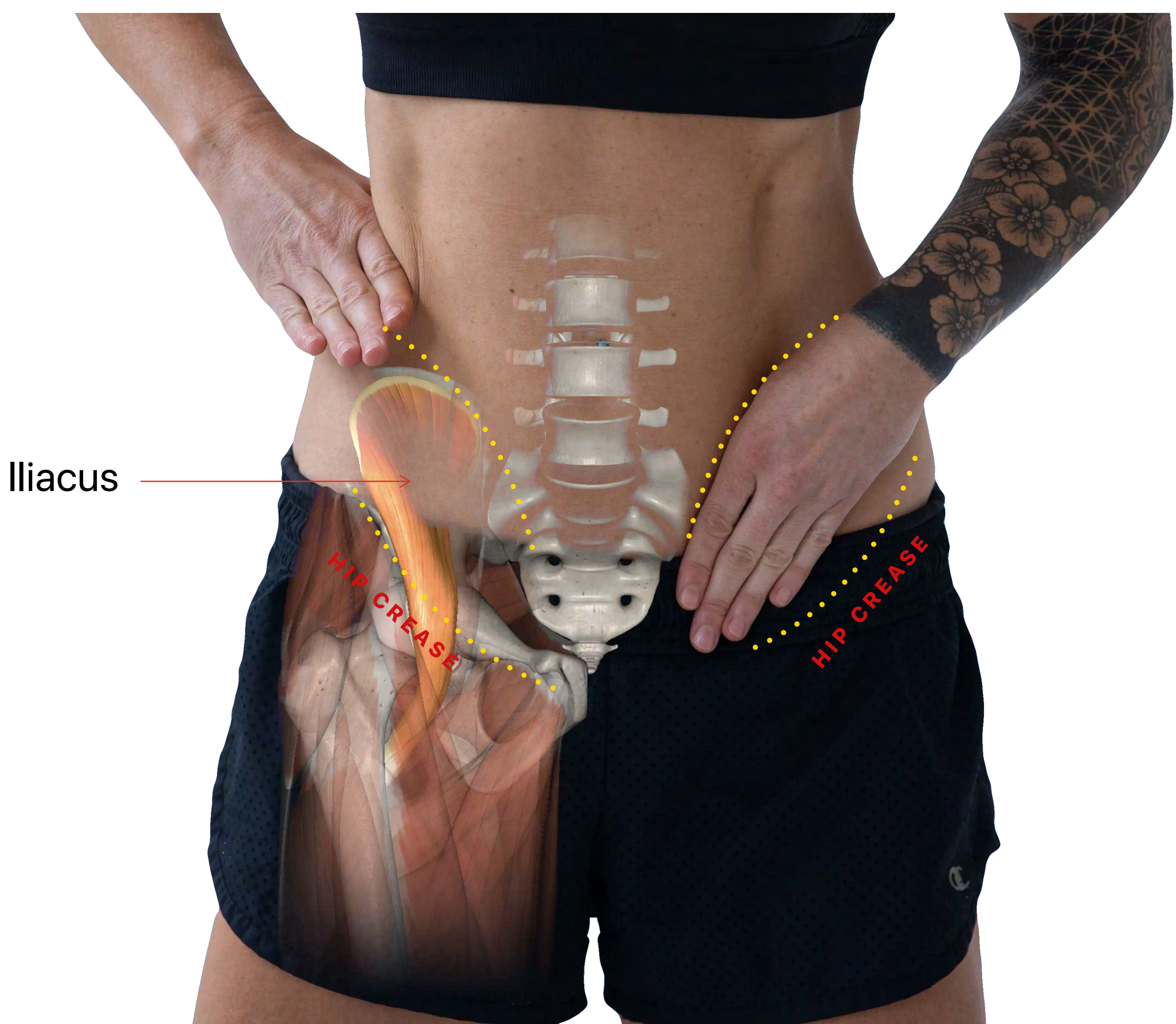
The Orbit gently presses on the psoas muscle but does not reach the iliacus muscle like the Mark. It is also useful for releasing the hip flexors below the hip crease and the glutes where secondary tightness can develop.



Learn more at www.alethahealth.com/orbit

Targeting the iliacus

Find the iliacus muscle closer to the pelvic bone, anywhere from the top of your pelvis all the way down to the hip crease. This is the area where you'll use the Mark. The lower part of the iliacus that is below the hip crease is best release with the Orbit.



Start with the platform flat on the wall/ground and relax into it. Then press down on the handle to rotate the tip to press directly into the iliacus on the inside of the pelvic bone.



Releasing the iliacus in standing

Use the standing technique to easily see the placement of the tip in the release zone and achieve total control of the amount of pressure. Set up with a yoga block against a wall or around a corner or doorway.

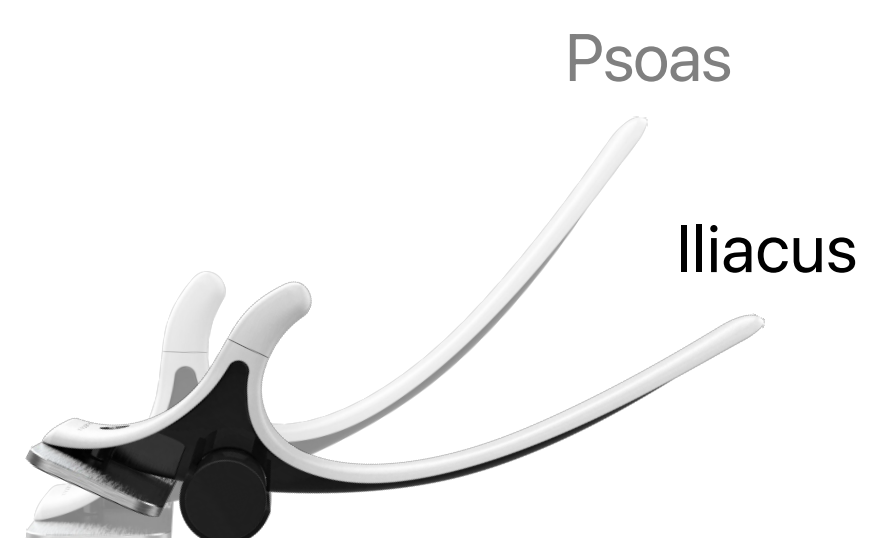
1.

Place the tip of the Mark closer to your pelvic bone. The platform should be flat to start.

2.

Let the tip sink into your muscles for a moment. Then press down on the handle. This lifts the platform off of the wall and rotates the tip to press on the iliacus.

Using a yoga block will create more space between your belly and the wall. This can help you slide your belly tissue to the side and give the Mark more space to sink



Releasing the iliacus on the ground

The ground technique allows you to fully relax over the Mark. Use your knee out to the side to control your body as you lower onto the Mark and ease into the pressure. Straighten your leg back behind you for more pressure.

1.

Place the tip of the Mark closer to your pelvic bone. The platform should be flat to start.

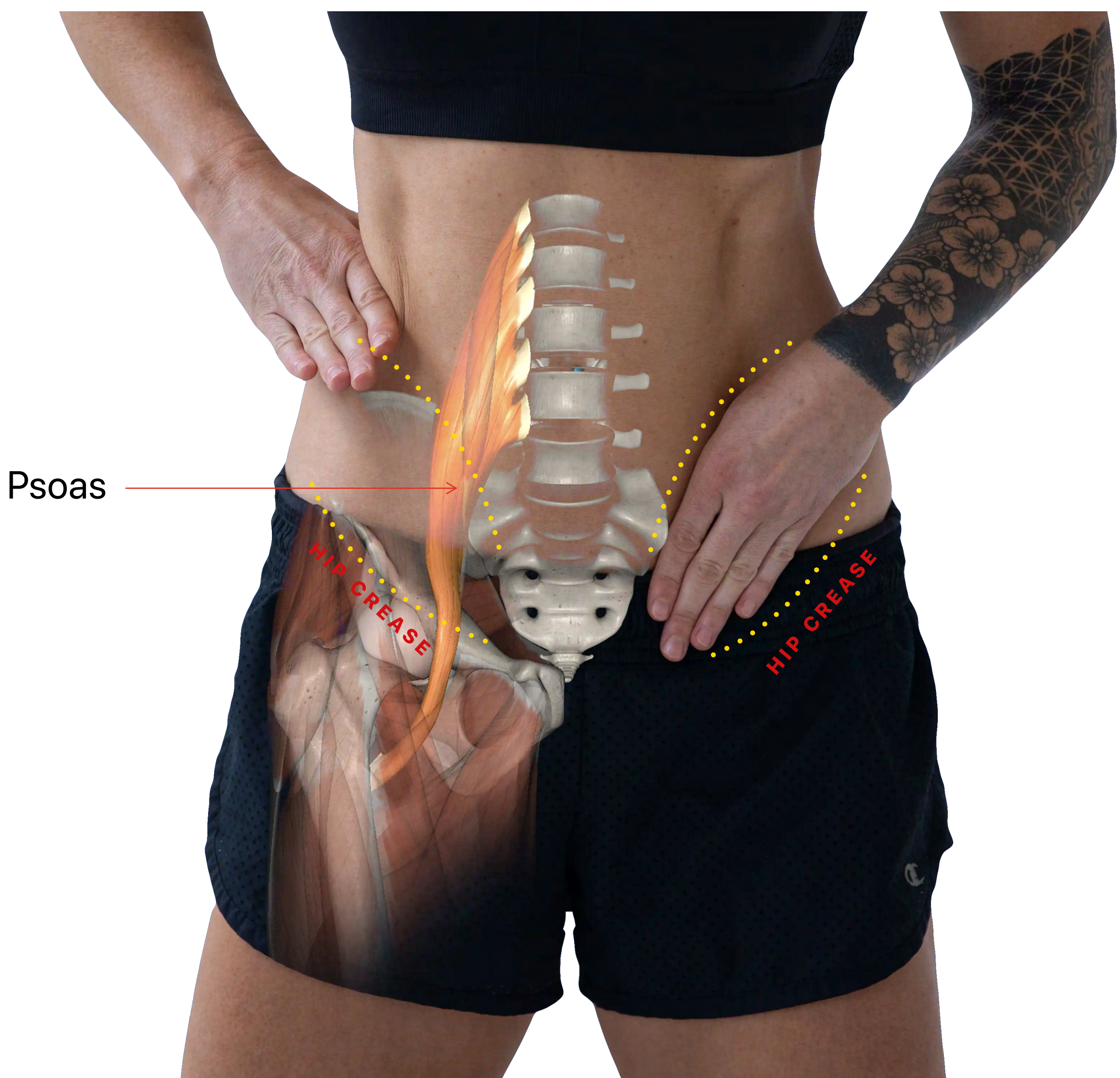
2.

Let the tip sink into your muscles for a moment. Then press down on the handle. This lifts the platform off of the ground and rotates the tip to press on the iliacus.

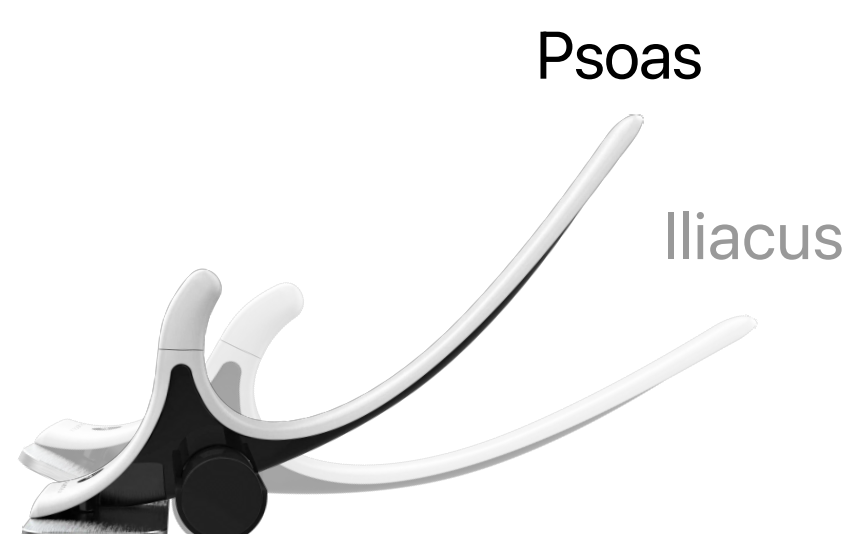


Targeting the psoas

Find the middle portion of the psoas muscle located further from the pelvic bone. This is the area where you'll use the Mark. The upper part of the psoas that attaches to the spine is too deep to reach with the Mark. The lower part of the psoas that is below the hip crease is best released with the Orbit.



Have the platform flat on the wall/ground so the tip presses straight up into your psoas. You may need to make slight adjustments with your placement to find it.



Releasing the psoas in standing

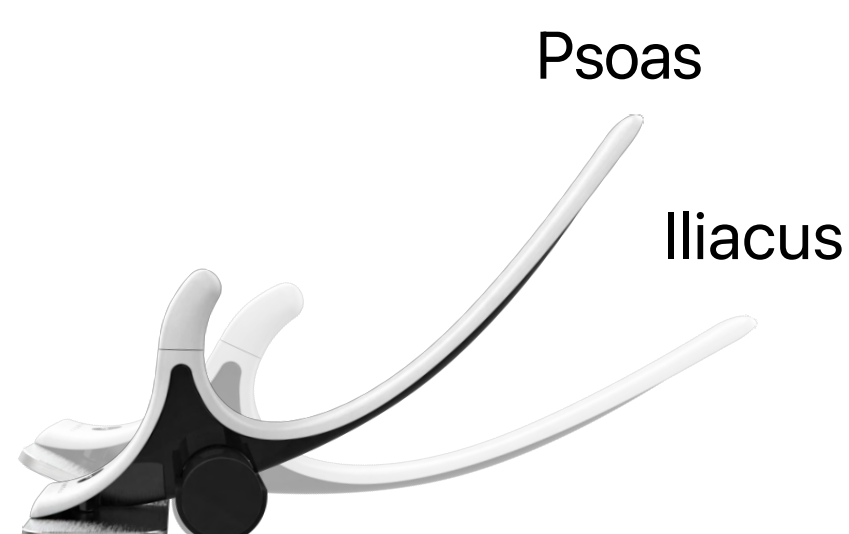
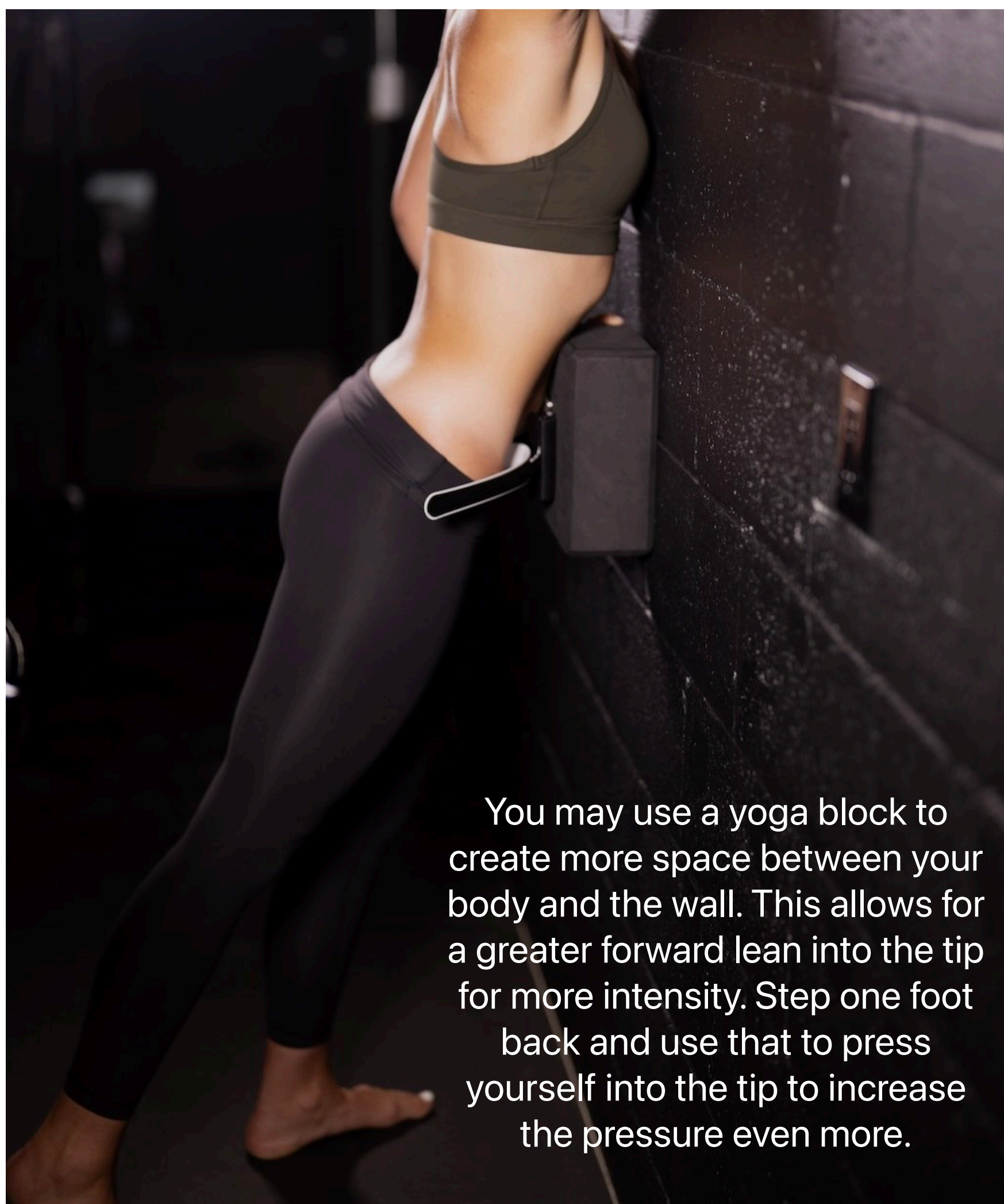
Use the standing technique to easily see the placement of the tip in the release zone and achieve total control of the amount of pressure. Set up with a yoga block against a wall or around a corner or doorway.

1.

Place the tip of the Mark further from your pelvic bone. The platform should be flat.

2.

Let the tip sink in to press on the psoas.



Releasing the psoas on the ground

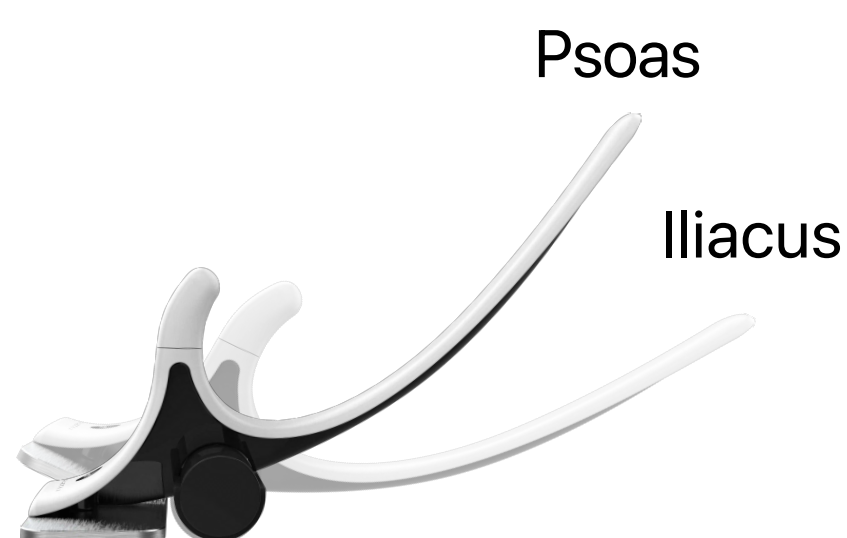
The ground technique allows you to fully relax over the Mark. Use your knee out to the side to control your body as you lower onto the Mark and ease into the pressure. Straighten your leg back behind you for more pressure.

1.

Place the tip of the Mark further from your pelvic bone. The platform should be flat.

2.

Let the tip sink in to press on the psoas.



Can I press into the hip crease region?

Tightness in the psoas and iliacus muscles can be anywhere along the length of the muscle. Although you may feel tightness or pain in the groin where the iliacus and psoas attach, this area has nerves and blood vessels that are sensitive to pressure. Because of this sensitivity, a softer tool like the Orbit is more appropriate.



Although it is safe to use the Mark above the hip crease, stick to the Orbit below the hip crease. You can find the crease by bending your hip and noting the diagonal line that is formed.

What should I feel?

When pressing on a tight spot, you will experience a sensation that is unique to you. Tenderness, pressure, twitching, warmth, softening, or a “hurts so good feeling” are some of the many ways people describe what they feel with muscle release.

Find a technique that gives you a moderate level of pressure where you can remain relaxed and take deep breaths. Any intensity or pain that makes you want to tense up or hold your breath is too much.

More pressure is not more effective. Experiment with the standing and grounded options to find the pressure that feels best for you.

Other sensations

It is not uncommon to feel soreness or bruising after using the Mark. There is no harm in this and this will improve with time. Simply take a break until the bruising and soreness have subsided and try again.

Sensations of numbness, tingling, burning, or throbbing could mean that you are close to a nerve or blood vessel.

Simply move the tip to a different spot and try again. Check that you are using the Mark ABOVE the hip crease and consider using a technique for less pressure.

If you are experiencing any of these sensations, 10 minutes of ice to the area you just released can be helpful.

How long should I use the Mark?

Once you find a tight spot, do your best to relax and take deep breaths. If, after 30 seconds, the pressure and discomfort has not started to decrease, that spot is not ready to be released. Try another spot.

When you find a spot that is releasing, hold constant pressure without moving or rubbing for at least 90 seconds in total. After the muscle stops releasing, move to another spot.

Release one to three spots per day on each side of your body.

How often should I use the Mark?

Using the Mark consistently leads to better results.

Some people use it daily, while others use it less often. Many people start their day with their releases. Find a routine that works best for you and stick with it.

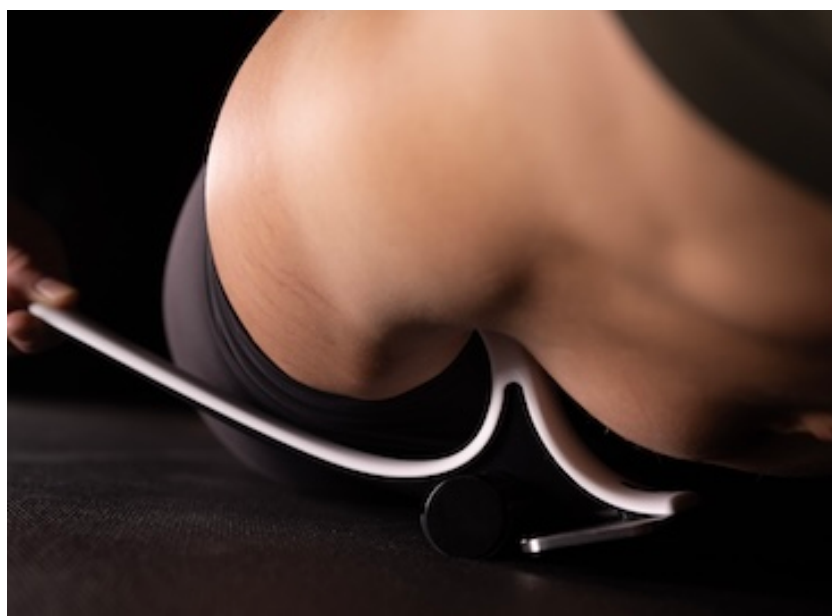
Releasing your hip flexors sets you up to get the most out of your workout or favorite activity. Because these muscles are responsible for the foundation of your entire body, relaxed hip flexors allow all your other muscles to be at their optimal strength and your joints to be free and aligned.

Follow your release with strengthening to further reinforce this new and improved version of you.

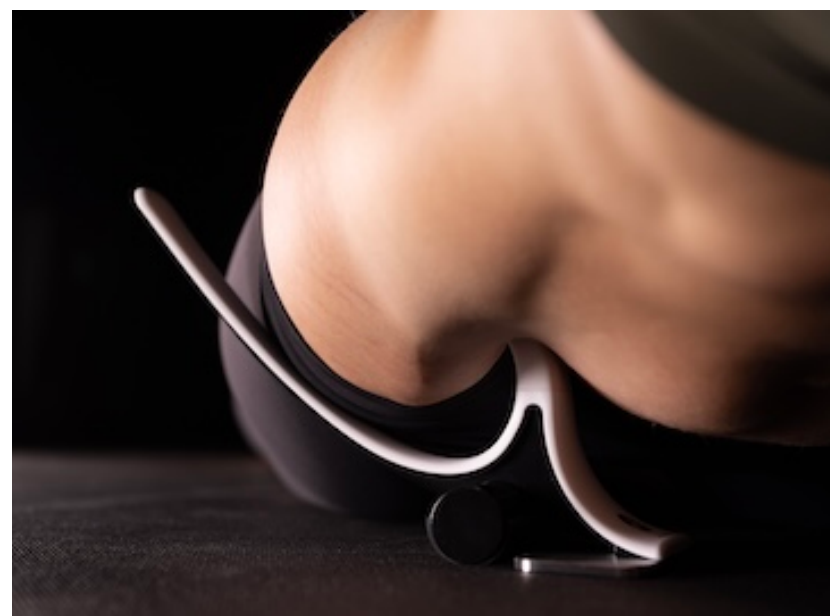
Full body routine

For best results, follow the Mark by first releasing the opposing muscles and then the key muscles at the top of your spine. This optimizes alignment of your entire body and prepares you to strengthen and maintain your progress.

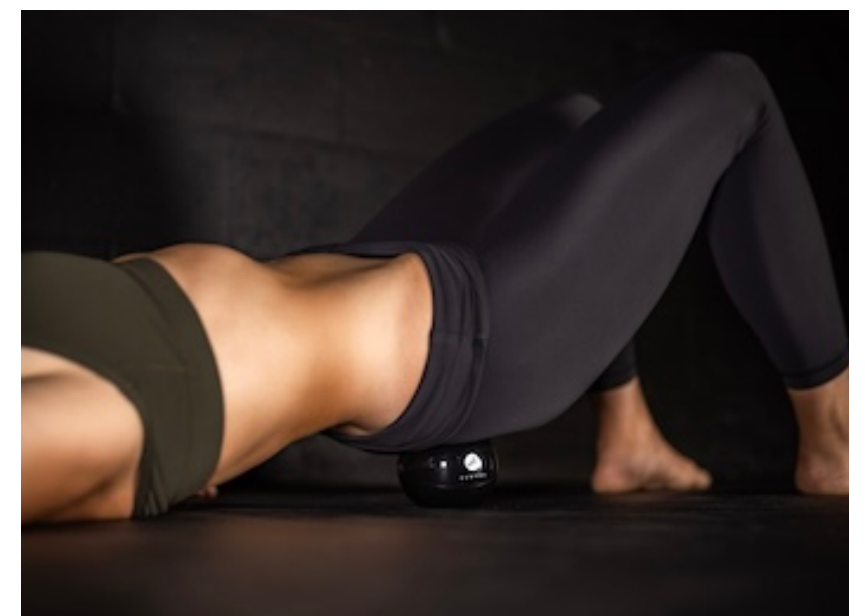
1. Release your Primary Core:



Iliacus



Psoas



Piriformis

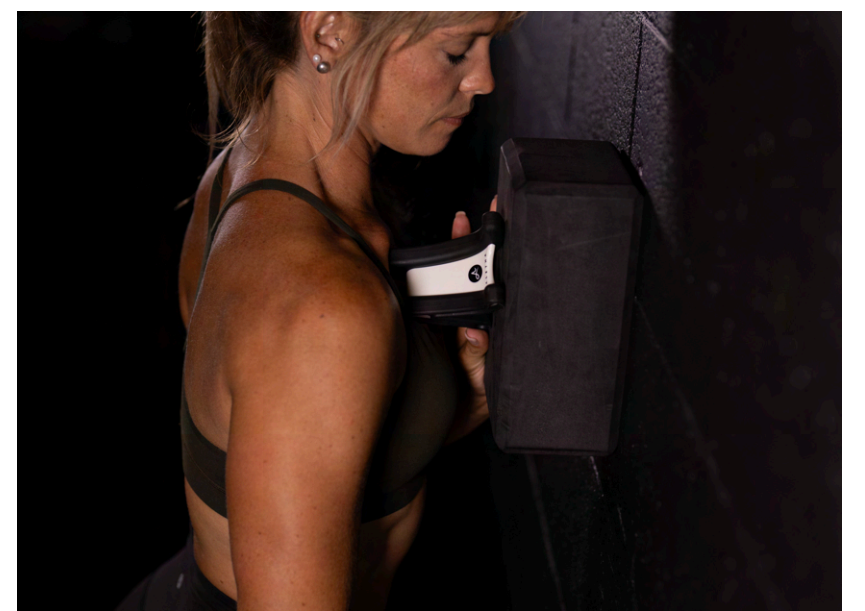
2. Release your Secondary Core:



Upper Trap



Suboccipitals



Pectoralis Minor

3. Strength Exercises for Stability:



Clam Shell



Glute Bridge



Plank

Additional resources

How-to videos

www.alethahealth.com/howto

YouTube channel

www.youtube.com/AlethaHealth

FAQs

www.alethahealth.com/contact

Email us

hello@alethasupport.com



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SAFETY INFORMATION, TERMS AND CONDITIONS OF USE, WARRANTY, AND RETURNS

Please read and completely understand this entire “Safety Information, Terms and Conditions of Use, Warranty, and Returns” (the “**Terms**”) and all terms, warnings, and instructions provided by Aletha Inc. (“**Aletha**” or “**Seller**” or “**we**” or “**our**”) on our website www.alethahealth.com to you (the “**Buyer**” or “**Purchaser**” or “**user**” or “**you**”) before using any of Aletha’s products.

By using or allowing the use of any Aletha product, including, but not limited, the Mark, Range, Orbit, or Band, (each, the “**Product**” and, collectively, the “**Products**”), you agree to all of these Terms.

Please visit alethahealth.com for a complete and current list of each and every Aletha Product covered under these Terms.

Use any Aletha product only under the guidance of your healthcare practitioner. Only use any Aletha product as described in these Terms, ensuring to employ appropriate techniques and sound judgment throughout use. Before each use, check the equipment thoroughly for any signs of damage. Do not use it if damaged. Immediately stop using the Product at the first sign of discomfort. This Product is not intended for commercial use.

WARNING

Serious or fatal injury can occur by using any Aletha product incorrectly or if you have a pre-existing condition. Exercise and therapeutic tools of any kind present an inherent danger to the participant.

By buying, using, or allowing the use of any Aletha product, you understand and agree that you EXPRESSLY AND VOLUNTARILY ASSUME THE RISK OF THIS DANGER INCLUDING SERIOUS OR FATAL INJURY SUSTAINED WHILE USING ANY ALETHA PRODUCT WHETHER OR NOT CAUSED BY THE NEGLIGENCE OR OTHER FAULT of Aletha, Inc.

Aletha Products

You agree to consult your doctor before using any Aletha product. Please follow these instructions carefully and do not experiment with any uses of any Aletha product that are not explicitly set forth in these instructions or on our video instructions located at alethahealth.com/howto. Deviations from proper use of any Aletha product, as described

herein, can cause serious injury and bodily harm. This Product is NOT a toy. All Aletha products and services are intended to be used by healthy adults and only in the manner shown. Aletha Products are NOT intended for use by anyone under the age of 18. Adult supervision should be provided for those under the age of 18 years old using any Aletha Product.

Precautions

Due care is required while using any Aletha product; and, such use of any Aletha Product may need to be modified based on a directive by your doctor as you agree to consult your doctor before using any Aletha product.

Always consult with a medical professional before you use any Aletha Product. Potential risks that may arise with the use of any Aletha product may outweigh the benefits, especially if you have, or suspect you may have, any medical condition(s), including, but not limited to:

- Abnormal sensations (e.g. numbness)
- Sensitivity to pressure
- Allergy to device material
- Bleeding disorders, including tendency to bruise easily or difficulty with blood clotting
- Medication that thin the blood or alter sensations
- Skin rash, open wounds, blisters, local tissue inflammation, bruises, infections or tumors
- Neurologic conditions resulting in loss or altered sensation
- Extreme discomfort or pain, including myositis ossificans
- Hypertension or diabetes
- Cancer or affected lymph nodes in the treatment area
- Peripheral vascular insufficiency or disease
- Pacemaker, ICD, or history of embolism
- Varicose Veins
- Deep vein thrombosis
- Acute or severe cardiac, liver, or kidney disease
- Osteomyelitis
- Osteopenia or osteoporosis
- Scoliosis or spinal deformity
- An acute fracture or acute injury
- Recent surgery
- Direct pressure over surgical site or hardware
- Connective tissue disorders

If you are using the Mark or Orbit on the front of the hip, do not use if you have, or suspect you have:



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- An inguinal hernia or inguinal hernia repair
- Pregnancy - pregnant or trying to become pregnant

If you are using the Range, do not use if you have, or suspect you have:

- A vertebral artery insufficiency, aneurysm, or vascular disease in the area
- An increased risk of lymphedema (when using it on the pectoral region)

If you are using the Band, do not use if you have, or suspect you have:

- Latex allergy

As with pressure on any part of the body, there is a risk of pressure on blood vessels causing throbbing or bruising or pressure on nerves causing nerve pain or numbness. If you notice these sensations, try another spot. If you have scar tissue in the area, you may experience normal but intense sensations. As with any new intervention to your body, consult with a medical professional prior to use, especially if you are concerned about your particular medical condition. Establish a comfortable use for yourself within the guidelines set forth in this instruction booklet. The ideal amount of pressure, length of pressure, and frequency of use will vary from person to person. If it feels too uncomfortable, stop and consult your healthcare practitioner.

DISCLAIMER

No medical claims are made or implied by Aletha Inc. with respect to any Aletha Product, in any way relating to any Aletha Product, or by Aletha or any of its related devices. These tools and their use are not intended to diagnose, cure, prevent, treat, or mitigate any medical condition or disease. Always seek professional medical advice for the diagnosis and treatment of any health condition. All of the information expressed herein must be considered theoretical and unproven and for educational purposes only. The Aletha Products are not medical devices and have not been evaluated by the FDA. Results may vary.

By use of any Aletha Product, the Buyer agrees to indemnify, defend, and hold harmless the Seller, each of its affiliates, and each of its employees, officers, directors and agents (the “**Seller Indemnitees**”) from and against any and all claims, liabilities, losses, damages, costs, and expenses (including reasonable attorney’s fees and expenses) (each, a “**Liability**” and collectively, the “**Liabilities**”) that (1) arise out of or result from the Buyer’s own negligence in the use or misuse of the purchased Product or (2) the Seller Indemnitees may be required to pay to one or more third parties resulting from or arising out of (a) personal injury or death of any person as a result of the use of any Aletha Product or (b) the conduct or information shared by the Seller or its affiliates or licensees or sublicensees in respect to any Aletha Product.

By using any Aletha Product, you agree to be bound by these Terms, including this Disclaimer (the “**Disclaimer**”) and agree to assume certain risks, all of which limit your rights and restrict Aletha Inc.’s obligations to you.

Limitation of Liability

As set forth in the limited warranty section below, Aletha’s liability is limited to the repair or replacement of its Products. In no event shall Aletha’s liability exceed the value of the Product(s) sold.

UNDER NO CIRCUMSTANCES WILL ALETHA BE LIABLE OR RESPONSIBLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL (INCLUDING DAMAGES FROM LOSS OF BUSINESS, LOST PROFITS, LITIGATION, OR THE LIKE), SPECIAL, EXEMPLARY, PUNITIVE, OR OTHER DAMAGES, UNDER ANY LEGAL THEORY, ARISING OUT OF OR IN ANY WAY RELATING TO ANY ALETHA PRODUCT, YOUR USE OF ANY ALETHA PRODUCT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. YOUR SOLE REMEDY FOR DISSATISFACTION WITH ANY ALETHA PRODUCT IS SET FORTH IN THE LIMITED WARRANTY SECTION BELOW.

LIMITED WARRANTY

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

This Limited Warranty (this “**Limited Warranty**”), provided by Aletha, applies to the specified Aletha Products and is applicable to individual, original purchasers who acquire the Product(s) either through an authorized distributor or directly from Aletha. Aletha assures that its branded Products will be reasonably free of any defects in materials and craftsmanship under normal usage, adhering to Aletha’s documented guidelines, for the duration (the “**Warranty Period**”). This Warranty Period covers defects in materials and/or workmanship of this Product for 365 days, commencing on the date of purchase of Product from Aletha or its authorized distributor. Any rights under local consumer laws regarding non-compliant or faulty Products remain unaffected. It is important to acknowledge that by utilizing an Aletha Product, you are consenting to abide by the terms of this Warranty as delineated below. For any concerns regarding warranty coverage, please contact hello@alethahealth.com to get in touch with our support team. All services covered under this Limited Warranty must be sanctioned and executed by Aletha or a service provider authorized by Aletha.

WARRANTY SERVICES

To obtain a replacement for an Aletha Product or component covered by this Limited Warranty, you



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must first contact warranties@alethahealth.com before returning any Product for warranty service. Our team is happy to guide you through the return and replacement process.

Aletha will not reimburse purchasers for services performed by third parties. Unless otherwise directed by Aletha, the Product must be shipped, with freight prepaid, either in its original packaging or packaging providing an equivalent level of protection, to the facility specified by Aletha.

Before receiving any warranty service, Aletha may request that you provide proof of purchase details, respond to inquiries designed to assess potential issues, and follow Aletha's procedures for obtaining warranty service. If Aletha determines that the Product's alleged issue does not arise from a manufacturing defect in materials and/or workmanship, or if the Product is not returned to Aletha correctly, or if it otherwise does not meet the criteria for warranty replacement, then you will be responsible for all costs incurred by Aletha to return the Product.

Aletha reserves the right to alter the method by which warranty service is provided and a Product's eligibility for a specific service method. Service will be limited to the U.S. International services are not available.

If you have an issue with any Aletha Products, please reach out to us at warranties@alethahealth.com. To deliver our best service to accommodate you, we require you to share photos and a description of your issues. Our team would be happy to guide you through the return and replacement process. Keeping your original packaging will be helpful in case of return.

LIMITED REMEDIES

Aletha explicitly prohibits any party, including but not limited to Aletha resellers or agents, from making any alterations, extensions, or additions to this Limited Warranty. Should any provision be deemed illegal or unenforceable, the legality or enforceability of the remaining provisions shall remain unaffected.

To the extent permitted by applicable law, this Limited Warranty and its outlined remedies are comprehensive and replace all other warranties, remedies, and conditions, whether oral, written, statutory, express, or implied. Aletha disclaims all statutory and implied warranties, including but not limited to warranties of merchantability, fitness for a particular purpose, and warranties against hidden or latent defects, to the extent permitted by law. Where such warranties cannot be disclaimed, Aletha limits their duration and remedies to the extent described in this express warranty and the replacement services detailed herein. Certain states, countries, and provinces may not allow limitations on the duration of implied warranties, so the above limitation may not apply. Aletha does not guarantee

the uninterrupted or error-free operation of the Product.

Except as provided in this Limited Warranty and to the maximum extent permitted by law, Aletha shall not be liable for direct, special, incidental, or consequential damages resulting from any breach of warranty or condition or under any other legal theory, including but not limited to loss of use, revenue, profits, goodwill, reputation, data, or any indirect or consequential loss or damage, including the replacement of equipment and property or costs of recovering any program or data stored in or used with the Aletha Product. To the extent permitted by applicable law, Aletha's liability shall not exceed the purchase value of the Product. Certain states, countries, and provinces may not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply.

If replacement parts are unavailable for defective Products, Aletha reserves the right to substitute Products in lieu of replacement. Aletha shall not be liable under any circumstances, whether expressly or impliedly, for any damages or losses resulting from the loss of, damage to, or corruption of content or data during Product replacement.

WHAT IS NOT COVERED?

This Limited Warranty exclusively addresses Product issues resulting from defects in material or workmanship from ordinary use. It does not encompass issues arising from any other cause, including, but not limited to: (i) superficial damage, such as scratches, dents, or broken plastic on ports, unless such damage results from a defect in materials or workmanship; (ii) damage due to misuse, abuse, neglect, accidents, exposure to liquids (including fire, liquid contact, vandalism, or external forces); (iii) defects arising from normal wear and tear or the natural aging process of the Product; (iv) alterations to the Product in any manner; (v) usage inconsistent with the intended purpose or design as outlined in the Product's user manual or other documentation, including attachment of unauthorized accessories; (vi) unauthorized repairs or modifications; (vii) removal or defacement of any serial number from the Product; or (viii) loss of use during the period when the Product is at the Aletha repair facility or awaiting parts or repair, or due to circumstances beyond Aletha's control.

Aletha does not guarantee the uninterrupted or error-free operation of the Product. This Limited Warranty excludes Aletha Products sold in "AS IS," "Open-Box," or similar conditions, as well as consumables. It also does not cover purchases of opened, used, repaired, repackaged, or resealed Products, including those sold on Internet auction sites or by surplus or bulk resellers. Upon exchange of a Product or part, the original item becomes the property of Aletha.



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“AS IS” Sale

THE GOODS COVERED BY THESE TERMS HAVE BEEN PURCHASED BY THE BUYER "AS IS" AND "WITH ALL FAULTS," AND THE BUYER ACKNOWLEDGES THAT NO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE ARE TO BE IMPLIED IN THIS TRANSACTION.

Method of Repair or Replacement

Aletha Inc. will, at its sole discretion, provide one of the following remedies to whatever extent it shall deem necessary to satisfy a proper claim under this limited warranty:

a) Repair or facilitate the repair of any defective parts within a reasonable period of time, free of any charge for the necessary parts and labor to complete the repair and/or restore this Product to its proper operating condition. Aletha Inc. will also pay the shipping costs necessary to return this Product once the repair is complete.

b) Replace this Product with a direct replacement or with a similar Product deemed by Aletha Inc. to perform substantially the same effect.

Exclusive Remedy

To the maximum extent permitted by law, this limited warranty and the remedies set forth above are exclusive and in lieu of all other warranties, remedies, and conditions, whether oral or written, express or implied. To the maximum extent permitted by the law, Aletha specifically disclaims any and all implied warranties, including, without limitation, warranties of merchantability and fitness for a particular purpose. If Aletha cannot lawfully disclaim or exclude implied warranties under applicable law, then all implied warranties covering this Product, including warranties of merchantability and fitness for a particular purpose, shall apply to this Product as provided under applicable law.

If any Product to which this limited warranty applies is a “consumer product” under the Magnuson-Moss Warranty Act (15 U.S.C.A. §2301 ET SEQ.) or other applicable law, the foregoing disclaimer of implied warranties on this product, including warranties of merchantability and fitness for the particular purpose, shall apply as provided under applicable law.

Entire Obligation

These Terms state the entire obligation of Aletha, Inc. with respect to any Aletha Product and related Products. If any part of these Terms is determined to be void, invalid, unenforceable, or illegal, including but not limited to the warranty disclaimers and liability disclaimers and liability limitations set forth above, then the invalid or unenforceable provision will be deemed superseded by a valid,

enforceable provision that most closely matches the intent of the original provision and the remainder of the agreement shall remain in full force and effect.

Applicable Law

These Terms and your purchase of any Aletha Product are governed by the laws of the state of California. You hereby consent to the jurisdiction and venue of the Superior Court of Contra Costa, California in all disputes arising out of or relating to the use of any Aletha Product. Use of any Aletha Product is unauthorized in any jurisdiction that does not give effect to all provisions of these Terms, including without limitation to this paragraph.

RETURNS

We offer a 60-day return policy for the Mark and the Range, as long as they are in like-new condition with the original packaging. The Orbit, the Band, and Tight Hip, Twisted Core Book are non-returnable. Returns are accepted from US, UK and EU customers only. All other international returns are not supported.

For more information, see our full return policy here: www.alethahealth.com/policies/refund-policy

Start a return here: returns.alethahealth.com

PATENT INFORMATION

See our patents here: www.alethahealth.com/patents

CONTACT US

Any questions should be addressed to:

Aletha Inc.
2872 YGNACIO VALLEY RD #605
WALNUT CREEK, CA 94598
Attention: Warranty Department
Email: hello@alethahealth.com