

PRESS KIT



STARECTA

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What is Starecta?

For the first time in the history of mankind there is a method capable of straightening out a twisted spine in a totally natural way.

Starecta is a method that takes advantage of several laws of Newtonian mechanics applied to the human body, understood as a musculoskeletal, biomechanical system, in order to bring the body back to a correct posture. By means of a lever, the Starecta Method can allow the spine to stretch itself in a totally natural way.

By “natural” we mean that it is the body itself that regulates itself until it regains its proper position. This means that the lever is non-invasive and does not eliminate the physiological curves of a healthy spine; it simply removes the morphological alterations of a twisted spine, those curvatures that go by the names of scoliosis, hyperlordosis and hyperkyphosis.

At the end of treatment the individual will have a truly symmetrical spine. All the activities that were discouraged before (competitive sports, gymnastics, rugby, Greco-roman wrestling, etc.) can be done in a normal way and with good results.

Symmetry of the body and a straight spine allow the body to better conserve its own energy and to use it profitably in daily life. In addition, straightening out the spine frees the internal structures of the body from compressions caused by the curvature. In this way, by bringing the spine back to its proper

position, the internal structures begin to function very well again and blood flow increases. This stimulates a noticeable reduction of the probability of developing medical conditions of various kinds.

In this sense the Starecta Method plays an indirect role in preventative medicine in so far as it is able to improve the overall state of health of the body and contribute to the prevention of disease.

The Starect Method is not only capable of straightening the back and improving the general health of the body, helping to prevent illness, but it is also capable of improving the physical performance of a more erect body. A body in symmetry has to consume less energy to keep going, thus it can help others to improve physical performance and reinforce the muscular structure.

Athletes with a proper, straight skeletal structure are those who use less energy to achieve their own successes in sports. An athlete who is asymmetrical has to work harder to achieve results in competitive sports.

Finally, Starecta also resolves problems related to anxiety, as it allows a decompression of the hypochondriac area, the cervical area and the diaphragm.

Why is this so important?

Following the exponential increase in height of the average individual in Western countries, and consequently in the countries of new industrialization, we have all found ourselves taller than before.

This is in itself not a problem, but our body is absolutely not ready to manage an increase in height. No architect would ever dream of constructing a skyscraper using the same principles with which he would construct a building with five floors.

Therefore the human body as it is designed is not capable of managing the increase in height of the average person. For that reason there has been an outbreak of a phenomenon formerly little known in humanity: scoliosis, hyperkyphosis, and hyperlordosis.

But it doesn't stop there: there are also thousands of hidden cases where the muscles have compensated for these curvatures. This is not good news because those compensations, compressing the inner organs, are putting the health of individuals in danger who are apparently healthy.

Thus Starecta is not only an effective method for dealing with scoliosis, but for us it is an evolutionary step important for the human species, which has to deal definitively and morphologically with its corporeal increase.

It is no coincidence that people of shorter stature suffer less from these conditions.

Cases of perfectly straight individuals are rare; it is very difficult to verify biologically an occurrence of this kind. For that reason it is necessary to intervene after birth with the help of a lever, which we called the Rectifier.

Some beliefs to dispel

Having identified, by means of the Starecta Method, the true causes leading to a curvature of the spine it is important to also work to dispel a number of wide-spread beliefs that are helping to throw sand in people's eyes, and that are often totally useless or even harmful to the body.

- 1) Sitting at a desk in school in a bad posture has no influence on scoliosis or on the aggravation of kyphosis or lordosis, as we have believed up to now.
- 2) The cause of scoliosis and of the aggravation of kyphosis and lordosis cannot be found in psychological problems (shyness, introversion or timidity), as a number of people think, even today.
- 3) It is not true that after the period of growth one cannot intervene in the spine to correct curvatures, since, as we have seen, correct posture depends on a biomechanical principle.
- 4) Telling a young person or an adult to force themselves to keep their back straight brings no benefit to posture and is simply irrelevant.
- 5) Exercises done for the posture and swimming, often recommended to improve back problems, do not solve the problem. These activities create muscular compensation that over time can even make the situation worse, whether from a morphological or a symptomatic point of view.

6) Wearing orthopedic insoles to correct posture is useless because the body won't regain its symmetry; only support for the feet is modified and, above all, it won't straighten out the pelvis.

Who is Starecta for?

Starecta is meant for the following types of people and professionals:

- 1) People afflicted with scoliosis, hyperkyphosis and hyperlordosis
- 2) People with asymmetry (even those who appear healthy)
- 3) People who want to become healthier and more attractive
- 4) Athletes who want to improve their own performance
- 5) Athletic coaches and sports doctors
- 6) Dentists, orthodontists, and dental technicians who want to improve their skills in this area
- 7) Physicians, posturologists, gnathologists, orthopedists and physiotherapists who want to improve their skills in this area

Starecta is biomechanics

The Starecta Method is based on biomechanics because it makes use of concepts derived from Newtonian mechanics to correct a morphological condition in the human body. This is a characteristic of the discipline of biomechanics.

While medicine treats the body from the point of view of biochemistry, biomechanics looks at the human body with the eyes and mind of an engineer. According to biomechanics, using simple applications of Newtonian mechanics and of material science it is possible to explain correctly various mechanical functions of many biological systems.

In short, biomechanics makes use of the knowledge acquired by disciplines which are completely foreign to the study of organic entities (such as engineering, hydraulics, and physics) in order to explain the function of biological systems and to intervene in them.

Thus it is important to emphasize that biomechanics, compared to medicine, does not concentrate on the biochemical aspect of the human body, but on the biomechanical one.

The fact remains that biomechanics works together with medicine and collaborates with it to ensure proper functioning of the human body. Nevertheless biomechanics cannot be considered a branch of medicine.

Biomechanics belongs to a group of health sciences, to which medicine also belongs. Thus biomechanics and medicine are part

of the same family (health science), but are fundamentally different from one another. (http://www.en.wikipedia.org/wiki/Healthcare_science).

To clarify this concept further one needs to remember that medicine concentrates primarily on three aspects: prevention, diagnosis and treatment of disease.

However scoliosis, in which biomechanics intervenes, is not an illness, but a morphological condition.

This morphological condition can be a concomitant cause of medical conditions (for example varicose veins, chronic pain, fibromyalgia, psychological problems, anxiety, personality disorders, respiratory problems, stomach and digestive problems, stress) but in itself it is not an illness. Illness on the other hand is caused by a multitude of factors: environmental, biochemical, nutritional, psychological, and finally, morphological as well.

History

This story begins with two normal guys, neither beautiful nor ugly, nor particularly intelligent. Just two guys who wanted to lead a normal life, to have a normal job, to have a normal girlfriend and above all to have a normal body.

Nothing like that happened!

To tell the truth, at the beginning we were convinced that our lives would progress pretty well. We didn't have great bodies, once in a while we had some aches and pains, we weren't all that great at sports, at least as regards impressive physical prowess (at least twice as much as the other guys), but all in all things were going as they should.

Certainly, with our somewhat underdeveloped bodies girls didn't exactly run after us, but we rationalized that away. What would we have done with ourselves if our lives had gone on like that? At a certain point, at different ages, and with a different intensity in the degree of asymmetry, there was a collapse. It was as though the body had lost control and had decided to throw caution to the wind.

The muscles did not succeed anymore in supporting a boney structure that should have been able to find support in an adequate dental height. The skull had begun to sink and the body had begun to take on a posture that was more and more incorrect. Things began to go badly, truly badly. Symptoms of every kind became more and more debilitating, a true short

circuit throughout an entire body that had to find thousands of ways to adapt and compensate in order to stay upright. The body did not know how to keep going like this, and we had to find a solution fast, otherwise we would have been lost.

Problems sprung up like mushrooms after a thunder storm. Moreno developed scoliosis, hyperkyphosis and hyperlordosis. In addition he suffered from stomach problems and vomiting due to stenosis and compression of the vagal nerve and the stomach.

He began to consult thousands of doctors who attributed it all to psychological problems of every kind and who found the care of a psychologist to be the sole remedy for his suffering. He began extensive psychological sessions, completely useless in view of the fact that at that time Moreno had every problem in the world apart from psychological ones.

Valerio, happily, had an easier time of it because he went to a couple of orthopedists who told him that with his scoliosis he needed give up entirely whatever sports that he had participated in up to now: swimming, free climbing, going to the gym, underwater diving, canoeing...in the end he resigned himself to giving up all sports completely. He dedicated himself to the study of philosophy, as boring as it was.

Moreno, who suffered primarily from asymmetry, told himself to get busy and find a solution. He came across a community of

people who were experimenting with methods of straightening the back by means of the teeth.

It was a community of people who were suffering from postural problems and it was totally unrecognized by the scientific community. Here, Moreno acquired a lot of useful information, among other things the fundamental insight that a spine could also be straightened out at an adult age.

And that's how their journey began. It was Moreno who then met Valerio by chance, and introduced him to that world, where he as well began to straighten out his own back.

But all is not gold that glitters, as not everything that resolves a problem is intrinsically positive. The community was led by a man who did not want to evolve the method. He did not help his members to meet one another in order to exchange opinions and improve the method.

After repeated attempts on Moreno's part to make improvements or to allow a more systematic way of meeting among the members, the response became more and more negative. People told us, they were abandoning the cure, as they were deprived of adequate support.

It is for this reason that the two of them decided to distance themselves and to set up their own project, which would reveal

this important discovery to all of humanity and would allow for development through studies and experimentation.

That's how Starecta came into being. After months of studying his own body Moreno had in fact acquired a profound knowledge of how to straighten out a back in a natural way. In the course of the following months this method was enriched by further insights and discoveries which made it even more effective.

But above all the motivation that inspired them both was the awareness that this method allows a human being to take a very important developmental step. From now on Man can be perfectly straight and upright in a way he has never been before. A perfectly straight body is the missing developmental step in the evolutionary path of Man, who since Australopithecus has slowly pulled himself up towards new horizons, until becoming Sapiens Sapiens.

So with this discovery Sapiens Sapiens Man can finally reach his full potential. With this discovery we enter a new era of empowerment for the human body beyond the limits we have known thus far.

All the disciplines that belong to health science can profit from this discovery in order to make people healthier, stronger and more attractive.

The rest of the story has yet to be told.