



## Company Overview

### OUR MISSION

Address the root of musculoskeletal pain, including people:

- ... **Injured** by everyday activities such as bending and lifting
- ... **Exhausted** from common positions like sitting and standing
- ... **Uncomfortable** even in the stillness of sleeping

### THE FIX

The Gokhale Method works to realign and restore the spine to its natural shape, bringing you back to a pain-free life. Using healthy posture and everyday movements, like sitting, standing, sleeping, walking, and bending, you will strengthen your muscles, protect your spine, nourish your joints and prevent injuries.



### BENEFITS

- **Reduce or eliminate back pain**, neck pain, and other muscle or joint pain
- **Prevent** muscle and joint **degeneration** and injury
- **Increase** your **energy**, stamina, and **flexibility**
- **Save time** by incorporating exercise and therapy into your everyday life
- Reduce stress and **improve your appearance**
- Develop a **higher level** of confidence and a sense **of control** over your well-being

#### Find relief for:

Lower back pain  
Sciatica  
Knee pain  
Disc herniation

Stenosis  
Neck problems  
Scoliosis  
Osteoarthritis

Foot problems  
Shoulder pain  
Hip pain  
Bursitis



## OUR REACH

We have helped thousands of people with their back pain both **across the nation** and **worldwide**, including locations such as *San Francisco, San Diego, New York, Chicago, Miami, Austin, Durham, Minneapolis, Portland, Denver, Salt Lake City, Bahamas, Tucson, Boston, Canada, the United Kingdom, India and Israel.*

### Instructors in...

Arizona  
 Bahamas  
 California  
 Colorado  
 Delaware  
 District of Columbia  
 Florida  
 Illinois  
 Louisiana  
 Massachusetts

Netherlands  
 New Jersey  
 New York  
 Oregon  
 Pennsylvania  
 Texas  
 Virginia  
 United Kingdom  
*And growing...*

## OFFERINGS & PRODUCTS

Our three-pronged approach will profoundly change your habits using simultaneous visual, kinesthetic, and intellectual learning. Most students report pain relief from the very first lesson.

### Offerings

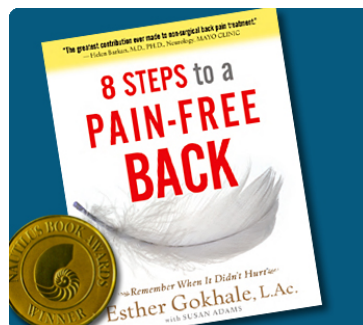
Free Workshops  
 Gokhale Method Foundations course  
 Private appointments  
 Alumni Club  
 Teacher Training program

### Products

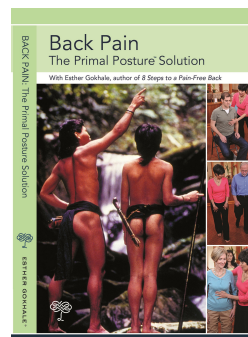
*8 Steps to a Pain-Free Back* - Nautilus Gold Award  
 Back Pain: The Primal Posture™ Solution (DVD)  
 Pain-Free™ Chair  
 Stretchsit™ Cushion



Pain-Free™ Chair



Book



DVD



## News Coverage

### MEDIA HITS

#### Television News

CBS 5 (San Francisco, CA) – 2011  
ABC 7 (San Francisco, CA) – 2010  
KING 5 (Seattle, WA) – 2010  
KGW 8 (Portland, OR) - 2010  
KRON 4 (San Francisco, CA) – 2010

#### Newspaper

Chicago Tribune – 2011  
Pittsburgh Post-Gazette – 2011  
The Baltimore Sun – 2010  
The Sydney Morning Herald – 2010  
San Francisco Chronicle – 2009

#### Magazines

Pain Pathways – 2011  
Women's Day – 2010  
Performance Menu – 2010  
Whole Living – 2010  
Family Circle – 2010  
Yoga Magazine – 2009

#### Other

American Public Television – 2011  
Authors @Google – 2010

### CONTACT US

Schedule an on-site workshop for your company, speaker series, private group, organization or community center. Please contact the representative below for booking, prices, interviews, etc.

**Contact:** Janette Armas  
650-324-3244  
[media@gokhalemethod.com](mailto:media@gokhalemethod.com)



## Testimonials

*Each session of the course gave immediate results, which have affected my life profoundly, and I now look forward to many years of a healthy neck and back. I would highly recommend that others seek out this very special woman, or read her book entitled 8 Steps to a Pain Free Back. For what it's worth, I think she is the real thing!*

Joan Baez, Musician and Activist

*The greatest contribution ever made to non-surgical back pain treatment.*

Helen Barkan, M.D., Ph.D., Neurology  
MAYO Clinic

*As a scientist, I find the approach to be very well thought out, based in extensive experience, integrated with the rest of one's life, and extremely effective.*

Gretchen Daily, Professor of Biology  
Stanford University

*The Gokhale Method opens up a new level of health even to those of us who spend most of our week at a desk. Once you have learned this system, it takes no time to implement, yet it works for you 24/7.*

Susan Wojcicki, VP of Product Management  
Google

*Extraordinary application of ancient wisdom to solve modern back problems. Esther Gokhale explores intelligently the ancient wisdom accumulated in earlier times and forgotten in the modern world that can help us to improve on our number one way to happiness: health.*

Luca Cavalli-Sforza, M.D., Professor Emeritus (Active), Department of Genetics  
Stanford University School of Medicine

*Every year tens of thousands of patients undergo major back surgery without any benefits. By using Esther Gokhale's novel techniques, many of these patients can avoid such needless and expensive medical procedures, and quickly return to a pain-free life.*

John R. Adler, M.D., Professor of Neurosurgery  
Stanford University Medical Clinic

*The Gokhale Method's technique for treating chronic back pain is totally unique and her research really backs it up. This is a great tool for all of us.*

Billie Jean King, Winner of 20 Wimbledon titles  
Activist and ambassador for tennis, sports, and women



## Esther Gokhale's Biography



After crippling back pain during her first pregnancy and unsuccessful back surgery, Esther Gokhale began her lifelong crusade to find a solution to back pain. She began her studies at the Aplomb Institute in Paris and continued with years of research around the world in places such as Burkina Faso, India, and Portugal. This quest has culminated in the development of the Gokhale Method®.

Esther Gokhale founded her Palo Alto, California-based center, the Gokhale Method® Institute, over 20 years ago and has helped thousands of people get pain-free through her application of the Gokhale Method – a systematic process of restoring pain-free posture and movement. She and other trained Gokhale Method instructors routinely offer courses around the world and online.

Esther Gokhale, author of the award winning book *8 Steps to a Pain-Free Back*, was educated at Harvard, Princeton (B.A. biochemistry), SFCAOM (in Chinese medicine) and by people in non-industrial cultures worldwide.