

Our team just returned from the WSA show out in Las Vegas and we are thrilled to say that we had one of the best shows EVER! While the show itself appeared to be slower than in past years, our booth was buzzing and we neared record breaking sales - our team rarely had a minute to breathe! Customers loved our new products - our whimsical Dragonfly print, the elegant Tapestry Healthy Back Bag® tote, the eclectic Wave Series, the highly anticipated Earth Collection - they were all hits. The success of the show reconfirms to us that our Healthy Back Bag® tote is a money-making, proven winning product that offers uncompromised comfort, style and value.

We are excited to say that we have also received fabulous press coverage this past month. Just out on the stands is a feature in the March issue of Better Homes & Gardens in their Healthy You: A Better Back section. Also, longtime comfort editor and Healthy Back Bag® fan Barbara Schneider-Levy of Footwear News dedicated an entire page to an article on our retail store, AmeriBag Adventures. The article focuses on the synergy between comfort shoes and our bags. Below you can see the clips for yourself. And we have much, much more to look forward to in the upcoming months.

So stay tuned for more press updates and product news. We look forward to a wonderful and exciting 2009!

The Marketing Team at  
AmeriBag / The Healthy  
Back Bag® Company

As seen in:



**Better Homes and Gardens**  
March 2009

**healthy you BACK HEALTH**

get up for a five minute movement break, and fit in at least 30 minutes of walking or other activity every day to ease University of California, Los Angeles study of low back pain sufferers, those who walked heavily 5 times a week had less back pain than those who didn't walk. "Movement improves the size of oxygen and nutrients to muscles, and allows the gel in your disks to redistribute itself," says Johnson. "Even if you don't have time for formal exercise, adding more movement to your day will help."

**LOWER YOUR HEELS**  
In San Francisco State University researchers compared muscle tightness in women wearing flats versus heels of various heights. They discovered that the higher the heel, the more the women's lower back muscles tightened. "Walking in heels is like walking downhill," says Johnson. "Your center of gravity shifts forward, so you lean backward to compensate. This compresses the joints in your lower back."

**BETTER BACK ADVICE** Switch to heels with a height of one inch or less, and go for a wider heel for better support. Can't break the high-heel habit? Bring flats or one wedgie and switch into them whenever possible during the day.

**THIN OUT WALLETS**  
The wallet nerve runs from the lower back through the buttocks and down the leg. Men who put a packed wallet in their back pockets compress this nerve every time they sit down.

**BETTER BACK ADVICE** Put wallets on a belt instead of slipping out of their trousers pockets, and wear discreet wallets. Some men avoid beltstuds altogether with clip-on wallets, such as the ALL-STATE all-owners. And some men simply transfer their wallets to their front pockets.

**Buy a Better Back**

**STRETCH IT OUT**  
A regular practice of gentle neck and shoulder stretching may ease pain in the neck and shoulders. "The muscles in the neck pull on the base of the skull, and if they're tight, they can pull on the spine, causing a hunched posture," says Johnson. "The more you stretch, the more you'll be able to support your head. That's a good thing."

**POSTURE & LOAD**  
Overweight women tend to have a more rounded posture. Consider switching to a Healthy Back Bag tote from AmeriBag. These stylish totes, available in leather, microfiber, and other fabrics, distribute the weight much more evenly across your upper body. Starting at about \$50 from ameribag.com.

**TOTE A LOAD**

Oversized, overloaded purses can be a real strain on your back. Consider switching to a Healthy Back Bag tote from AmeriBag. These stylish totes, available in leather, microfiber, and other fabrics, distribute the weight much more evenly across your upper body. Starting at about \$50 from ameribag.com.

