**{!name}, learn how to stop shin splints forever**

Hi {!name},

Treating and preventing shin splints can be quick and easy... if you know the right way to do it.

For instance, you ever wonder why professional athletes never get sidelined from shin splints?

The reason why is because top athletes and their coaches know the proper way to treat shin splints.

You can learn more about that here:  
<http://www.stopshinsplints.com>

It reveals my entire shin splint treatment system and you might be interested in how it works.

It’s not about:

1. Giving up the sport you love
2. Buying the most expensive runners in the world
3. Never ending visits to your physiotherapist

Here’s what it IS about:

1. Understanding that pain is just a symptom and not the cause of your shin splints
2. Identifying which of the 4 underlying causes of shin splints you’re suffering from
3. Treating the underlying causes quickly and easily
4. Preventing your shin splints once and for all

You can learn more about that here:  
<http://www.stopshinsplints.com>

The reason it’s so effective is because it’s based on treating the UNDERLYING CAUSES of your shin splints.

You see, pain is not the enemy, it’s a desperate message from your body telling you that some is wrong.

Specifically, what’s wrong is that you have one or more of the 4 underlying causes of shin splints. If you’re suffering from shin splints it’s not a matter of whether you have one of these four underlying causes, it’s a matter of which ones and how many.

Once you treat those underlying causes your shin splints will be gone FOREVER. Just like a fire can’t last without oxygen your shin splints cannot persist once these underlying causes are eliminated.

Tomorrow, you’ll learn about the 4 underlying causes of shin splints.

Until then, all the best!

Gary Buchenic

**{!name}, the 4 “little-known” causes of shin splints**

Hi {!name},

Gary Buchenic here from <http://www.stopshinsplints.com> with some more tips for having healthy, pain-free shins.

In my last newsletter, we talked about the importance of treating the underlying causes of shin splints.

See, your shin splints can be traced back to 4 underlying problems:

* Weak or inflexible calves
* Flat feet or over-pronation
* Poor biomechanics
* Poor or inappropriate running shoes

As long as these problems remain untreated, your shin splints will NOT go away -- at least not in the long term.

That’s why so many people struggle with shin splints for years!

Fortunately, By identifying and treating the specific problems that are causing your shin splints you can get rid of them quickly and easily.

And if everything you’ve tried up until now to treat shin splints has failed, don’t worry. It’s better that you’re finding out the RIGHT way to treat shin splints now, so you can take action and get rid of this problem as soon as possible.

Here’s a few more proven tips for eliminating shin splints quickly:

Rest: If your shin splints have gotten to a point where they hurt even when you're not training, then you need to take at least a couple days off.

Get new shoes: You should consider replacing your shoes if you’ve been using them for over 3 months. A good pair of shoes with appropriate cushioning which fits well can help a lot.

Stretch your calf muscles: Tight calf muscles can contribute towards many lower leg injuries including shin splints.

Try streching the calf muscles, several times a day. Hold each stretch for 20-30 seconds and repeat 2-3 times.

Of course, there’s a lot more to it, that I couldn’t possibly lay out the entire system in this email.

Fortunately, it’s all laid out for you in an easy, step-by-step format in my new program:

“Stop Shin Splints Forever”

Not only do my methods work great, they’re also easy to do from the comfort of your own home.

You can get the full scoop here:  
<http://www.stopshinsplints.com>

Here’s just a taste of what’s revealed in this breakthrough shin splint treatment program:

* The single most important secret (less than 5% of shin splint sufferers follow) behind long term shin splint relief
* The proven 3-step method that has helped thousands of people get rid of shin splints for good.
* A simple, scientifically proven method for getting dramatic relief from your pain in just 15 minutes
* Why conventional treatments don’t work and why they often make your shin splints worse
* A simple and shockingly easy treatment to get immediate relief from pain and inflammation using a simple ingredient that everyone has in their own home
* 5 mistakes to avoid that almost everyone is guilty of, which instead of curing your shin splints, weakens and destroys your body’s natural ability to heal itself (and almost everyone is doing it!)
* THE shin splint treatment secret of Jerry Lindgren, one of the greatest runners of all time
* How to prevent the reoccurrence of shin splints
* The dirty little secret that the pharmaceutical industry doesn’t want you to know about pain killers

And that’s not nearly all.

Get the full scoop at my webpage here:  
<http://www.stopshinsplints.com>

Talk soon,  
Gary Buchenic

P.S. Right now, you can get my shin splint treatment program at a $20 discount! But please note that this price can only be guaranteed for a short period of time.

So, head on over to  
<http://www.stopshinsplints.com>  
And see what all the fuss is about. I guarantee you’ll be glad you did.

**{!name}, the best pain-relief technique ever**

Hi {!name},

Today, I’m going to talk about the quickest way to relieve the pain of a shin splints flare up.

This is a very crucial step in the shin splint treatment process because you can’t do the steps necessary to treat the underlying causes of shin splints if you can barely walk!

I know first hand how agonizing shin splints can be, and after suffering with them for nearly ten years I think I’ve learned a thing or two about getting fast pain relief, so here’s what I recommend.

1. Ice your shins as soon as possible! This numbs the area and reduces inflammation.
2. Use your tub or a large container half filled with water.
3. Add a big bag of ice or a bunch of frozen bottles of water.
4. Dip your lower leg into the water. Submerge your whole leg up to the knee.
5. Keep it there for 10 seconds, then get out of the water and walk around a bit.
6. Wait at least 5 minutes, the repeat steps 3-5 a MINIMUM of 10 times

If you want the quickest possible pain relief, this is the #1 method of icing that you can sue.

You can also use an ice pack covered with a cloth though it isn’t as effective.

It’s even MORE effective to use both. Be sure to massage the ice pack into your shins, cold is very effective.

It is even MORE effective when you massage the cold into your shin splints.

If your skin gets numb from the cold, it’s time to stop.

In the next lesson, I’m going to talk about the importance of choosing the right shoes for your feet.

If you don’t have the right shoes for your pronation pattern, or you don’t know what your pronation is, then you need to read my next e-mail.

Until then,

Gary Buchenic

Gary Buchenic struggled with shin splints for nearly 10 years, searching for a way to end this condition that caused him frustration and a whole lot of pain – since then things have changed and Gary has not had shin splints for nearly 5 years. His newest book “Stop Shin Splints Forever” teaches shin splint sufferers how to stop shin splints forever and get back to the sport they love.  
<http://www.stopshinsplints.com>