

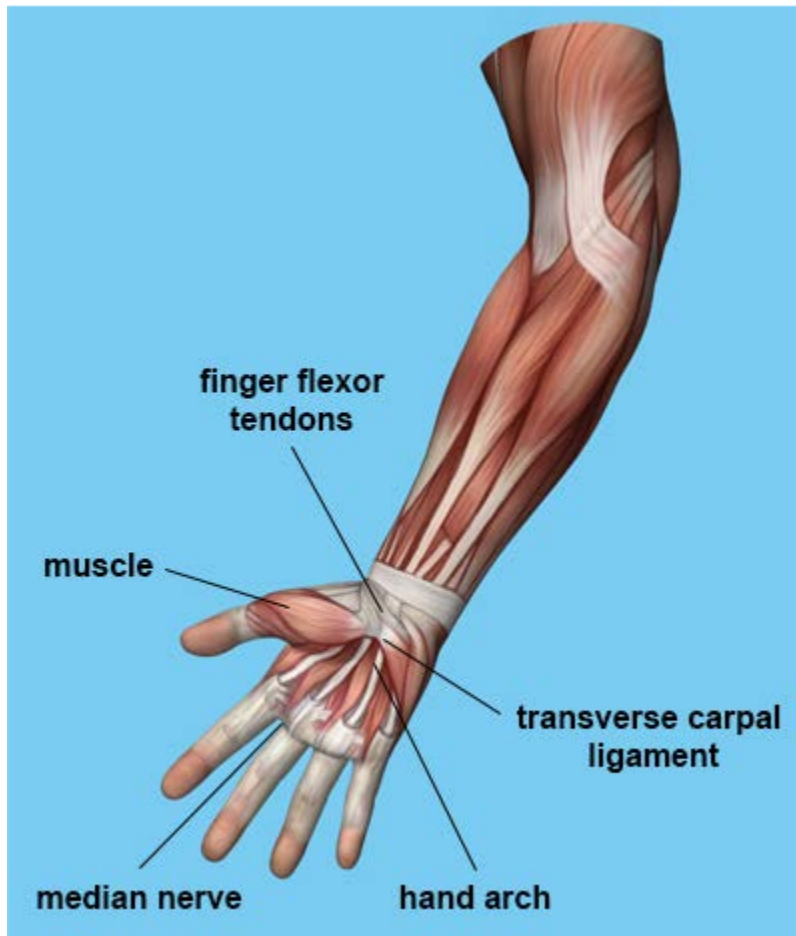
## **The Science Behind Cobra Grips**

Recent studies have shown that our ancestors used their grips to hold stone tools as far back as 3 million years ago! Today, we use what is called a precision grip to hold objects – such as weights – between our thumbs and the tips of our fingers. How well these weights are gripped determines the success of our workouts.

Weightlifters know that a strong core is key to fitness; but you can't achieve this core strength without having a strong grip. Keep in mind, however, that for most people the grip is the weakest part of the body. When doing a high number of repetitions with an unsupported or unprotected grip, you may experience fatigue or even injury.

### **YOUR HAND GRIP & WRIST MUSCLES**

Your hand grip is comprised of ten small muscles, three of which are located in your forearm and wrist and seven of which are located in your hand. The three muscles located in your forearms are the Flexor Pollicis Longus, Flexor Digitorum Superficialis and Flexor Digitorum Profundus. The seven muscles in your hands are the Opponens Digiti Minimi, Opponens Pollicis, Flexor Digiti Minimi Brevis, Flexor Pollicis Brevis, Adductor Pollicis, First Dorsal Interossei and Palmar Interossei. Together, all of these muscles allow you to form a grip and carry weight.



While some weightlifters try to strengthen these grip muscles in order to improve their workouts, they often find themselves skimping on working out their other muscles in order to do so. They become so focused on their grip, that they overlook much larger muscles like the arms, chest and back. The best solution to this problem is using Cobra Grips to achieve an optimum grip. ***Cobra Grips protect and support your grip so you can focus on your workouts, worry-free.***

### **FLEXIBLE SUPPORT FOR ALL TYPES OF WORKOUTS**

When it comes to strength training, our exclusively-patented Cobra Grips can be used for all pushing and pulling exercises. You'll be able to push and pull without worry – comfortably and safely.

When you're doing a pushing exercise, like a bench press, the grip lays against your palm and protects your hand from the weightlifting bar. You'll never have to worry about blisters or calluses again. When you're performing a pulling exercise such as a dead lift or chin-up, you'll notice that Cobra Grips give you excellent grip strength and totally eliminate grip fatigue.

### **A BETTER CHOICE THAN LIFTING STRAPS, GLOVES, WRIST SUPPORTS AND HOOKS**

Cobra Grips seamlessly take the place of lifting straps, gloves, wrist supports and hooks. Unlike lifting straps which put pressure on your wrists, Cobra Grips allow the weight you're lifting to rest on the base of your hand – not on your wrist. Cobra Grips are thicker and more flexible than lifting straps, and with an extra-wide 2-inch Velcro strap, they give your wrists maximum stability. Wearing conventional straps can cause nerve damage, carpal tunnel issues and vestibular damage. On the other hand, our lifting grip allows you to do any pushing or pulling exercise with complete control.

Cobra Grips also give you the same amount of protection as wearing gloves. But unlike gloves, Cobra Grips are cooler, as your hands are not completely covered. They also allow you to spin them around so you never have to remove them to grab a drink or perform other non-workout related functions in the gym. We know that chaffing and slips can wreak havoc on your hands. With an ergonomically engineered and streamlined no-slip design, Cobra Grips provide you with that extra padding needed to protect your palms and tighten your grip.

When you're ready to let go of the bar, simply open up your hand and let go. This is a great safety feature that you could never have with hooks or straps.

### **HOW TO USE COBRA GRIPS**

Once you put on your Cobra Grips, hold your hand up to eye level. The very top of the gripping portion should be just above the first knuckle of your index and middle finger, from the bottom of your fingers. If you need it to be longer, loosen the wrist strap and let the end of the gripping portion move to your fingertips.

### **HOW TO PERFORM A PULLING EXERCISE WITH COBRA GRIPS**

Whether you're performing chin-ups, shrugs, dead lifts or other pulling movements, Cobra Grips provide the ultimate support. When you're ready to begin the pulling exercise, simply place the Cobra Grip in front of your palm while positioning the weightlifting bar between your palm and the gripping area. Use the tips of your fingers inside the Cobra Grip to fold the grip over the bar, so that the grip rests between

the bar and the palm of your hand. Grip the bar as you would without Cobra Grips on. It's as easy as that!

Keep in mind that Cobra Grips are designed to secure your wrists while holding a weight bar. They should not cause you any pain. So, make sure that they fit securely and not tightly. If you need to adjust them for any reason (like hand size or bar thickness), just loosen the wrist strap and let the gripping section extend to your fingertips.

### **HOW TO PERFORM A PUSHING EXERCISE WITH COBRA GRIPS**

Like your feet, your hands have arches. To avoid fatigue and injury, it is imperative that these arches are supported when doing any type of pushing or pressing exercises. The good news is that Cobra Grips are designed with hand arch support that is firm, but flexible. In addition, Cobra Grips are designed with a padded wrist closure for maximum wrist support, comfort and safety.

When you're doing a pushing exercise, like a bench press, Cobra Grips lay across your palms and protect your hands from the weightlifting bar. Blisters and calluses will never get the chance to form. Simply grab onto the weightlifting bar as you would if you didn't have Cobra Grips on, and begin your workout.

### **SIZE AND STYLE MAKES A DIFFERENCE**

Cobra Grips are designed to fit any size hands (male or female), and come in three different styles: PRO, FIT and FLEX. It is **very important** to consider your hand size and the types of workouts you do when purchasing Cobra Grips. Cobra Grips are not designed to fit tightly around your wrist; however, they should feel secure. The size of Cobra Grips is determined by the circumference of your wrist. Using a tape measure, measure all the way around your wrist.

- Our Cobra Grips PRO lifting grips are exclusively designed to prevent weightlifting injuries and provide maximum stability for your wrist.
- Our FIT weightlifting grips were created specifically with women in mind. Designed with a smaller wrist circumference than our PRO version, they're perfect for female hands and can fit wrists up to 5.25".
- Our Cobra Grips FLEX lifting grips give you the feeling of free motion and more mobility around your wrist, while at the same time protecting you. However, they do not have as much support as our PRO version. Our FLEX lifting grips are for people who want more mobility.