



**"It's easy to get caught up in the rugby world and forget about what happens when you hang up those boots." TROY NATHAN**

**F**ORMER GLASGOW WARRIORS, CONNACHT RUGBY, COUNTIES MANUKAU AND CHIEFS PLAYER TROY NATHAN REALISED THAT PROFESSIONAL SPORTS IS A CUT-THROAT INDUSTRY AND EVERY DAY WAS A BATTLE TO KEEP HIS POSITION.

Optimum performance was critical and proper body management was the key to extending his career.

Knowing your body, educating yourself and being proactive to prevent these injuries in the first place is key. With his strenuous training routine and the cold European winters, like many players, Troy found himself going from training to the physio on a regular basis.

At Glasgow Warriors the team were introduced to a compulsory 20 minutes of Prehab daily.

Although he had already known and used foam rollers before, he had never understood the benefits of regular use and felt that it was an unknown area to most people and therefore saw an opening in the market.

From there he started researching Prehab and the equipment needed to effectively stretch and strengthen your body.

Four years ago Troy incorporated daily pre-habilitation into his routine which he said made him athletically faster, stronger and in the best shape of his life. More importantly it extended his career a few extra years and his income.

So passionate about Prehab he started a business selling the equipment. With the end of his rugby career in sight he started to think about life after rugby.

"It's easy to get caught up in the rugby world and forget about what happens when you hang up those boots," said Troy.

With a degree in sales and marketing and being a qualified nutritionist and personal trainer it was obvious that his passion was within the health and fitness industry.

Troy, now 31, has been living in Europe for almost nine years and two years ago moved to Italy to play in the Italian Eccellenza competition.

Starting up a business in a foreign country was a bit daunting but with quite a bit of free time and most of the information and networking being done online it was a no-brainer to start up the business when he did.

Troy felt that with all the contacts he had made during his rugby career it was important to keep in contact with the players he played with and against over the years and to utilize these contacts to help promote his product and educate the public on the many benefits of Prehab.



DJ FORBES & TROY NATHAN AT THE NZ FITNESS EXPO

Troy launched Troy Prehab in Italy six months ago and currently has many sports teams and Olympic athletes using and reaping the benefits of his pack.

Due to demand he also launched his business at the NZ Fitness Expo 2015 in Auckland and found this was the perfect platform to showcase his products and get his name out there.

Troy said: "From what I experienced, starting up a business is all about timing. If you have a great product and business plan in place but your timing is off then your business won't be received as well as it may have been if your timing was right, so make sure you have this key element on point before starting up."

Troy believes a prehab warm-up can help athletes avoid injury, while improving overall movement quality and promoting recovery. Although injuries are inevitable, doing a prehab-focused warm-up can help create a stronger, more mobile and therefore resilient body. It will also allow you to work your hardest, meaning maximum benefits from your workouts.

#### TROY PREHAB FOCUSES ON A THREE 'S' PRINCIPLE;

- 1. SOFT TISSUE WORK** – Using foam roller, foot massage ball, trigger point ball
- 2. STRETCHING** – Using resistant band
- 3. STRENGTHENING** – Using resistant band

Prehab packs start from \$85 which includes a foam roller, foot massage ball, trigger point ball, a stretching and prehab exercise band and phone application with instruction videos and photos to teach you how to use it. This is all backed up with 24 hour contact service!

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**If you are a player in business let us know so we can help share your business story.** Email [Kylie.Sousa@NZRPA.co.nz](mailto:Kylie.Sousa@NZRPA.co.nz)