



neck.buddy

*For the 9-to-5 warrior —*

# SURVIVAL

## *Guide.*

*How to win forty hours a week against your chair —  
without a £700 chair or pretending you'll stand all  
day.*

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**87%**

REPORT CHRONIC PAIN

**10h**

SEATED PER DAY

**£14B**

LOST PRODUCTIVITY

# The 8-hour *problem.*

*No human body is engineered to hold any single position for eight hours. Sitting at a desk doesn't just wear your neck down — it actively reshapes it.*

87%

UK desk workers report neck or back pain

10hrs

avg daily seated time, hybrid workers

£14bn

UK productivity lost to MSK pain annually

## The three phases of a typical workday

### 9am–11am • The illusion

You feel fine. Your posture is decent. You catch yourself adjusting occasionally. The damage is being done invisibly — micro-stress accumulating in muscles you can't yet feel.

### 11am–3pm • The drift

Your shoulders begin creeping up toward your ears. Your head edges forward toward the screen. Classic "tech neck" territory — the load on your cervical spine is now roughly double what it was at 9am.

### 3pm onwards • The ache

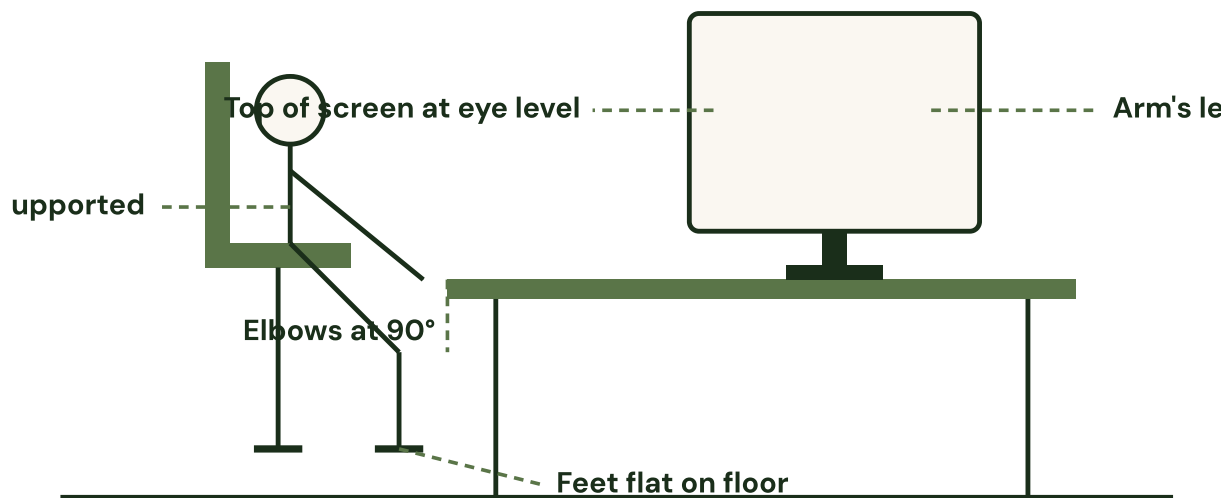
The dull pain you've been ignoring all afternoon arrives. By 6pm it's a fixed feature. By bedtime it has reached your shoulders and is shaping how you sleep.



# The desk that *doesn't hurt you.*

02

*Most ergonomic advice is overcomplicated. Get four things right and you'll prevent 80% of desk-related neck pain — no expensive equipment required.*



## ● Monitor at eye level

Top of the screen at or just below eye height. A laptop on the desk forces you to look down — raise it on books, a stand, or a riser, and use an external keyboard.

## ● Arms at 90°

Elbows bent at a right angle, wrists straight, shoulders relaxed (not lifted). If shoulders creep up to type, the desk is too high or the chair too low.

## ● Lumbar support

A small cushion or rolled towel in the curve of your lower back. This single change cascades

## ● Feet flat

Feet planted flat on the floor (or on a footrest if your chair doesn't go low enough). Dangling

# The micro-break system.

03

*You don't need to work less. You need to interrupt the stillness more. Sixty seconds every half hour beats a single 30-minute lunch walk for preventing neck pain.*

## The 30-30-30 rule

30s

**Every 30 minutes — eyes off screen.** Look at something at least 30 feet away. Resets eye strain and forces a slight head-up posture.

30s

**Every 30 minutes — shoulders down.** Drop both shoulders, take three deep breaths, roll them backward 5 times.

2 min

**Every 60 minutes — stand and walk.** Refill water, walk to the window, anything. Movement matters more than what you do.

## The Pomodoro stretch protocol

If you work in focus blocks (25 on, 5 off), use the breaks deliberately. Rotate three moves:

- ✓ **Break 1 — Chin tucks ×10.** Re-centres your head after 25 minutes of forward drift.
- ✓ **Break 2 — Shoulder rolls ×10 each way.** Releases the trapezius before tension locks in.
- ✓ **Break 3 — Doorway chest stretch, 30s each side.** Counters the closed-chest typing hunch.

THE REMINDER PROBLEM

# The work-from-home traps.

# 04

*Home offices have their own pathology. Less ergonomic discipline, more "just one more email" creep, and the kitchen-table laptop slowly destroying your spine.*

## The four worst home-office habits

- ✘ **The sofa-laptop combo.** The single fastest way to develop chronic neck pain. Use a desk for any session over 15 minutes — even a kitchen counter beats the sofa.
- ✘ **The bed call.** Video calls propped up in bed force forward-head position with zero lumbar support. Twenty minutes is enough to cause a flare-up.
- ✘ **Skipping the commute walk.** The 15–30 minute walk that bookended your office day was doing more for your neck than you realised. Replace it with a deliberate morning or end-of-day walk.
- ✘ **Working through "lunch" at the desk.** The single longest period of unbroken sitting in your day. Eat somewhere else. Anywhere else.

## The end-of-day reset

The evening protocol matters more for desk workers than anyone else. Eight hours of accumulated tension does not dissolve on its own.

THE 15-MINUTE DECOMPRESSION

An end-of-day ritual

# Your evenings are about to feel *different.*

If you spend forty hours a week loading your neck, you owe it fifteen minutes a day to unload it. Your Neck.Buddy makes those fifteen minutes the easiest part of your evening, not the hardest.

## A simple desk-worker protocol

- ✓ Charge your Neck.Buddy at your desk during work hours — it's ready when you are
- ✓ First thing after logging off — 15-minute session before you cook, scroll, or sit to dinner
- ✓ Use it during your evening film — hands-free means no excuse to skip it
- ✓ On extra-tense days, run a second short session before bed
- ✓ On weekends, combine with a longer outdoor walk in the morning

## Your new work-day, redesigned

### 09:00

Set a 30-minute micro-break timer on your watch or phone. Start the day with five chin tucks before your first coffee.

### 13:00

Eat lunch away from your desk. Ten-minute walk outside. Doorway chest stretch when you return.

### 18:00

Log off. Walk five minutes. Fifteen-minute Neck.Buddy session on the sofa. The day's tension leaves before dinner.

### ANYTHING WE CAN HELP WITH?

Email [support@neckbuddy.com](mailto:support@neckbuddy.com) — questions about your device, the routine, or anything else. We read every message.

*Forty hours of strain deserves fifteen of relief.*

— THE NECK.BUDDY TEAM