

# JESSE CANNONE

BACK PAIN SPECIALIST, CO-FOUNDER *THE HEALTHY BACK INSTITUTE*, SPECIALIST IN POST-REHABILITATION & PERFORMANCE NUTRITION, ADVANCED LEVEL FITNESS TRAINER & MASTER FITNESS TRAINER, AUTHOR OF *THE 7-DAY BACK PAIN CURE*



JESSE CANNONE



[WWW.LOSETHEBACKPAIN.COM](http://WWW.LOSETHEBACKPAIN.COM)

Jesse is the co-founder and visionary *CEO* of *The Healthy Back Institute*®, the world-leading source of natural back pain solutions. His mission as a former back pain sufferer is to help others live pain free without surgery and pharmaceuticals.

As a personal trainer and post-rehabilitation specialist, Jesse's hands-on work helped hundreds of clients with special conditions including stroke recovery, Parkinson's and back pain. His success at helping his clients avoid back surgery led him to collaborate with massage therapist Steve Hefferon and a hand-selected board of medical advisors to create the world's first self-assessment and self-treatment program for back pain and sciatica, the *Lose the Back Pain*® System.

- ✚ Lower Back Pain
- ✚ Herniated Disc
- ✚ Degenerative Disc Disease
- ✚ Sciatica
- ✚ Neck Pain
- ✚ Fibromyalgia
- ✚ Pinched Nerve
- ✚ Piriformis Syndrome
- ✚ Arthritis of the Spine
- ✚ Arthritis & Joint Pain
- ✚ Chronic Fatigue
- ✚ Facet Joint Syndrome
- ✚ Knee Pain

Today Jesse is recognized worldwide as an expert on back pain, health and fitness. His *Live Pain Free*® print publication along with his free *Less Pain, More Life* email newsletter are read by a combined 400,000 readers every month.

Jesse has also been featured in dozens of magazines and newspapers, including *Men's Fitness*, *Balance*, *Natural Bodybuilding*, *Woman's World*, *Entrepreneur*, and *The Washington Examiner*. He often appears as a guest on a variety of radio and television programs, interviews and health seminars.



Over the past decade, Jesse has introduced millions of people in over 100-countries around the world to a better way of living pain free through improvements in mind, body and diet. His desire to help even more led him to write and publicly offer 1-MILLION free copies of his groundbreaking book, *The 7-Day Back Pain Cure*.

"A full life is a pain free life... reclaim your independence and live pain free again."

Jesse Cannone  
Founder/President



800-216-4908

[MEDIA@LOSETHEBACK.COM](mailto:MEDIA@LOSETHEBACK.COM)  
[WWW.LOSETHEBACKPAIN.COM](http://WWW.LOSETHEBACKPAIN.COM)