

NEW LIVING MAGAZINE®

Sports, Natural Health and Fitness News That's Good for You.™

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HEALTHY, PRODUCTS FOR BODY, MIND & SOUL



Aetrex high performance footwear represents the highest standards in comfort, breathability and performance. These unique shoes provide the stability and shock attenuation needed during high impact running activities. Aetrex high performance footwear incorporates innovative features that allow the shoes to be customized to your individual footcare needs. Made from

technologically advanced materials to keep feet healthy, cool and dry while running, with over 25 Certified Pedorthists on staff, the Aetrex development team understands that throughout the world, no two feet are the same. With this in mind, Aetrex designs its footwear to have the capability to meet the needs of each individual consumer. With state-of-the-art digital scanners and pressure sensors, Aetrex's iStep technology is designed to immediately capture the 3 Dimensions of Customized Comfort fit, foot type and pressure points. This patented technology then immediately recommends the ideal footwear package for your feet. Aetrex shoes are anatomically designed and available in multiple widths to fit your feet comfortably and enhance performance. Aetrex's Lynco Orthotics are designed for your specific foot type to provide biomechanical efficiency and optimal stability. Aetrex's patented Mozaic Customization Technology allows all Aetrex footwear to be customized to relieve pressure points and ensure an equal distribution of pressure throughout the gait cycle. Soft, padded collar and tongue provides cushioned comfort and prevents heel slippage while an injected thermoplastic heel counter provides consistent stability and rearfoot control. The anatomically designed toe box offers comfort and Aeromax(tm) mesh upper offers optimum breathability. PRS(tm) Midsole incorporates three durometers of Sky(tm) EVA to unload pressure and cushion the most sensitive areas of the foot. "Positive" heel design prevents injury & provides biomechanical efficiency. Strategically placed, firm EVA provides rearfoot stability and midsole reinforcement and prevents overpronation. Highly slip resistant, deep-channeled outsole promotes safety and traction. Aetrex Performance Insole is biomechanically designed with a polyurethane insole that provides support, cushioning and shock absorption. "Positive" heel design prevents injury and provides biomechanical efficiency. The Patented Mozaic(tm) Pressure Relief insole that comes with every pair of shoes provides customized comfort. There is a full line of high performance athletic shoes for running, trail running, cross-training and more for both men and women. For more info, and to find dealers in your area, visit www.aetrex.com