

Are you maximizing your performance?

Get a step ahead with the Barefoot Science Foot Strengthening System™

The only technology that works like an exercise program in the shoe to:

- Enhance Performance
- Reduce Risk of Injury
- Rehabilitate

"Barefoot Science presents a unique approach to the maintenance of proper foot biomechanics. I am particularly impressed by the product's underlying science, which is founded upon accepted musculoskeletal rehabilitative concepts." Peter J. Fowler MD, F.R.C.S.C. Past president of the American Orthopaedic Society for Sports Medicine

"Barefoot Science philosophies are based on sound medical and scientific principles, common sense and provide a vastly superior understanding of foot function when compared to conventional views." Thomas D. McClain M.D. A.B.O.S. A.A.O.S.

Barefoot Science™ is based on a scientific philosophy regarding "NATURAL" foot function that incorporates proven concepts from various specialized medical disciplines including:

- neuromuscular physiology,
- rehabilitative medicine,
- musculoskeletal mechanical physics, and
- adaptive bone remodeling.

Barefoot Science™ "Stimulates, Strengthens, and Restores Optimal Foot Function"

The Barefoot Science Foot Strengthening System™ is not an instant fix but, with consistent use, works inside the shoe like a rehabilitative exercise program to safely and naturally stimulate, strengthen, and restore healthy



Photo/Foto: George Herringshaw

Francis Obikwelu, Olympic Silver Medalist, 100 M Athens 2004. Barefoot Science™ user since 2000

foot function, while optimizing performance and comfort. The stabilized foot and improved muscle function facilitate optimal bone alignment, not only in the foot, but up through the body.

The net result is a stronger, stable, more efficient structure that is capable of managing greater forces with reduced stress --increasing athletic performance and comfort, while minimizing the risk of injury.

World Class Medical Endorsements: including Peter Fowler M.D. F.R.C.S.C., Thomas McClain M.D. A.B.O.S. A.A.O.S., Michael Yessis Ph.D., Tudor Bompa Ph.D., and Dr. Larry Bell M.Sc., D.C., F.C.C.S.S. (C), F.I.C.O.

"It was while searching for an extra light orthotic for track and field spikes six years ago that I chanced upon the Barefoot Science Foot Strengthening System. From the get go I was getting feedback that these inserts were preferred by the athletes over their original products. I have seen ironing board flat feet transform into pain free normal functioning feet" Lawrence S. Bell B.Sc., M.Sc., D.C., F.C.C.S.S. (C), F.I.C.O.



The only legal performance enhancer

For Maximum Performance - Stimulate, Strengthen, and Restore Optimal Foot Health with Barefoot Science™

Optimal Foot Dynamics

Optimal Foot Dynamics exhibit an ideally aligned musculoskeletal structure, capable of the most efficient management of the forces generated through three-dimensional weight-bearing bipedal activities. The greatest degree of muscular energy is available and/or utilized during activities, i.e., for performance and agility. Research indicates that the foot's proprioceptive feedback mechanisms play an integral role (as a reflex catalyst) in stimulating the necessary muscle-firing sequences that contribute to the foot's ideal structural mechanics (stability), relative to terrain and activity levels.

Conventional Foot Care/Footwear Philosophy

Supportive/cushioning footwear and orthotic products are commonly recommended in the treatment and prevention of a host of foot problems.

Unfortunately, recent research clearly demonstrates that cushioning and supportive products inhibit and prevent the natural foot dynamics required for optimal, healthy, musculoskeletal function. Cushioning inhibits the sensory input required for Optimal Foot Dynamics—in effect destabilizing the foot, e.g., over-pronation, etc. Orthotics and supportive footwear are recommended to support (brace) the feet in an attempt to prevent (restrict) the unwanted movement (instability). Again, unfortunately, just as a splint or a cast affects the musculoskeletal structure, the use of supportive footwear and orthotics leads to a further weakening of the structure (muscle atrophy, loss of bone mass, joint stiffness) and an increased dependency on the artificial support.

Conventional footwear and orthotic products inhibit optimal athletic performance because varying degrees of muscular energy are required to (over) compensate for poor (inefficient) structural alignment.

"Wearers of expensive running shoes that were promoted as correcting pronation or providing more cushioning experienced

a greater prevalence of these running-related injuries than wearers of less expensive shoes" Robbins and Gouw.

"Contrary to claims of correcting biomechanical alignment commonly made by those who support orthotic use, the relative change in structural alignment is minimal!" Put to the Test: Orthosis Reduce Pressure But Fall Short of Biomechanical Correction. Biomechanics: October 2000

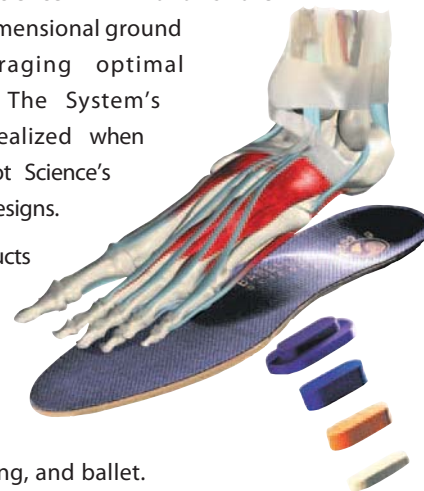
Active Stimulus vs. Passive Support Cushioning

The Barefoot Science Foot Strengthening System™ features a distinctive dome design that promotes a progressive treatment program to re-educate and remodel (Stimulate-Strengthen-Restore) the foot towards a biomechanical ideal.

Barefoot Science™ is up to six times more effective than custom orthotics and other insole products at increasing strength, improving structural alignment, and reducing stress in the lower limbs.

Barefoot Science™ provides the safe and NATURAL neuromuscular stimulation required for Optimal Foot Dynamics in response to increased activity levels, regardless of activity (standing, walking, running, or side-to-side cutting movements). Barefoot Science™ allows the foot unrestricted three-dimensional ground contact while encouraging optimal structural alignment. The System's effectiveness is fully realized when complemented by Barefoot Science's patent pending footwear designs.

Barefoot Science™ products are used by professional and world-class athletes (e.g. Track & Field, NFL, CFL, CBA, Strong Man competitions, figure skating, and ballet.



"Years of research and testing have lead to the development of one of the most comprehensive systems on injury prevention. By strengthening and securing the often-neglected structures of the foot, an individual develops a more anatomically correct body alignment and thus lessens the amount of torque and strain on the knees, hips and spine. I am proud to endorse and support the advancement of Barefoot Science technologies. I highly recommend their products to any individual who aspires to develop and/or maintain their health, fitness and athletic performance." Tudor Bompá Ph.D., Full Professor, York University, and leading world specialist in the area

of training/coaching for elite athletes



For more information visit our web site at

www.barefoot-science.ca or call us at 1-905-399-8591

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