

# The Newtonian Method

How an upstart Boulder company is trying to remake the running shoe, one convert at a time. **BY NATASHA GARDNER**



**He's been staring at my lower legs** for all of 10 seconds like some foot-reading psychic, yet he's managed to diagnose what I've spent years trying to explain to doctors. "Do you have knee problems?" asks Danny Abshire, the cofounder and chief technical officer of Boulder's Newton Running. "The second metatarsal on your right foot is a little short." Crouching on his toes, Abshire relaxes into a lecture on foot-body harmony, steadily churning his words out until he realizes I'm lost. He stops, sighs gently, and spreads his arms into a wide shrug. "I know this sounds very Boulder—and it is."

Yes, it is. For two hours, we discuss things like "re-finding my center" and "letting my feet talk to me." In the Newton Running Lab, a basement space in downtown Boulder that's part store, part testing center, I run: barefoot, in slow motion, and in place. At

Abshire's urging, I contemplate the laws of motion conceived by Sir Isaac Newton (the company's namesake). Finally, I lace up a pair of Lady Isaac Guidance Trainers, one of the company's new transitional shoes, which Newton designed for those who *don't* make a habit of running 100-mile races. I stand up—and nearly fall over. They really expect me to shell out \$150 for this?