

Barefoot

Ecco BIOM A



K-Swiss Ultra Natural Run



Newton Motion AW



Newton achieves natural motion by allowing the foot to land more parallel to the ground, only five mm height difference between the forefoot and heel. Another factor is the biomechanical top plate that rests next to the metatarsal heads of the forefoot. By having a firm surface next to the forefoot the foot can sense the ground quickly and react, and our patented action reaction technology under the plate allows for 40% more shock absorption and up to 30% more energy return than other running footwear. Afferent feedback with action/reaction protection from concrete allows the whole body to sense the freedom that comes with barefoot communication but allowing protection and natural foot adaptation.

Abshire, Newton

The genesis of the idea came from all the work we did with Free and our focus on how the foot operates. We then did thousands of hours of research to establish some best practice concepts that we apply to our shoes. We want to amplify what the foot does really well (cushioning, balance propulsion) and offer the right level of added cushioning, support and protection.

We take direct inspiration from the biomechanics of running and also the morphology of the foot (such as radius crash pads looking like the human heel) and apply those learnings in all of the components of the shoe.

McCartney, Nike

Puma achieves natural motion in a few ways:

- A strong decoupled and separated heel construction which allows the material to flex and compress. This way, Puma keeps the pronation velocity very low, which is confirmed by our lab testing with the University of Chemnitz. This very low pronation velocity allows for a shoe that doesn't need to be overbuilt on the medial side to 'catch' a foot that is rolling inward fast.
- A longitudinal flexgroove in the forefoot supports the natural roll-off behavior of the foot. The grooves are visible on the outside (outsole) but they are also integrated from the top of the midsole.
- Biomechanical correct placed flexgrooves allow the forefoot to flex and toe off in a natural way.

Puma

By intention, Vibram FiveFingers has eliminated artificial support and cushioning, allowing the wearer to naturally build muscles in the feet, ankles, and lower legs. Vibram FiveFingers also allows you to achieve full range of motion in the foot and toes, which one can't experience when cast in a traditional athletic shoe. By eliminating heel lift, Vibram FiveFingers allows you to evenly distribute your weight across the foot, ultimately leading to spine alignment and improved posture.

For runners, Vibram FiveFingers encourages a forefoot/midfoot strike, a natural position for runners who are not inhibited by a running shoe with a cushioned heel. Studies show that forefoot striking is a more nat-

ural and biomechanically favorable way to run, as it leads to improved form and injury prevention. The Vibram Five-Finger shoes do not add support to the foot, only traction and protection, even liberating the individual toes.

Shaw, Vibram USA

What do you believe sets you apart?

Formotion is a holistic concept and not just a singular technology. Heel formation actively reduces angular velocities and knee joint loadings using the internal, natural capabilities of the individual runner.

Adidas

The beauty of IGS is that it doesn't tie the brand to any one particular 'marquee' component. In contrast, our IGS philosophy allows us to employ whatever combination of components are needed to best address a wide variety of gait requirements. Another important feature of IGS is that the components employed on each shoe don't operate in a bubble. Rather, they are linked together and designed to perform as a system much like the tendons, muscles, and bony architecture of the foot performs as a system.

Schalow, ASICS

Two main points which are special — Yak leather as a "second-skin" upper which snugs to your foot and offers you a perfect fit and DIP construction which is long lasting, with an anatomically shaped footbed and is flexible and torsionable. The other elements like anatomically placed flex grooves, rounded heel and midfoot shank are constructed to support the foot in an anatomical way and allows the foot to move naturally, but of course this can be done also by others.

Nikolai, Ecco

Our technology is simple, and focuses on "horizontal language" as compared to "vertical language." We are not working to control or correct the foot strike, but rather focus on working with it. Our goal is to allow the foot to control the shoe, not the other way around.

Richards, Karhu

It is my belief that there is a segment of the running marketplace that believes running shoes are overbuilt and creating more problem for runners than ever.

The Ultra Natural Running Motion approach for us was to go back to the old days of running shoes and fill in the arch or our midsole an outsole with EVA material and remove any element of TPU in the arch area of the range. Run like a kid. This FCRC bottom speaks to runners in a mirroring of their gait cycle.

Sheehan, K-Swiss

At Mizuno, we've been focusing on engineering shoes that are more efficient and have the smoothest heel-to-toe transition possible with the goal of giving runners the overall feeling that our shoes move more naturally with the foot when you run. Our goal is to have runners say things like "your shoes feel like less shoe on my foot" or "your get out of the way when I run."