

FREE DOM SOLES



We hope you enjoy wearing your Freedom Soles.
If you have any further questions we will be happy to
answer any of them.

To find out more please write directly to Alex Maunder,
the posture expert behind Freedom Soles >>

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Enjoy The Movement

freedom
SOLES

www.freedomsoles.com

ENJOY
THE
MOVE +
MENT



FREEDOM SOLES

Freedom Soles are a range of soft, comfortable shoes that help your body to maintain the correct, upright posture and increase muscle tone.

Our shoes are like no others – wearing them is like the pleasure of walking barefoot in the sand, or over freshly mown grass.

Freedom Soles help to improve your posture, and reduce wear and tear on your joints whilst at the same time giving you the feel-good factor of having exercised more.

Walking with the correct alignment helps strengthen core stability and can reduce many symptoms of back pain and joint pain in the lower limbs.

These shoe soles are designed to have enough stability to be safe for everyday use.



Benefits of Freedom Soles >

Freedom Soles have been tested by Sheffield Hallam University Centre for Sport and Exercise Science (CSES) in a pilot study (www.freedomsoles.com/research).

The study showed that wearing Freedom Soles is associated with a decreased loading on the hip, knee and ankle joints and also a reduced impact on the feet when walking. These shoes are also more stable than other similar products.

Health & Beauty Benefits >

- * Increased muscle tone in the legs, stomach and buttocks
- * Strengthens core stability
- * Induces the "feel-good" factor from having exercised more



Therapy & Training

Walking with Freedom soles can help prevent back pain, by exercising with the correct upright posture. Due to the new gait pattern and improved posture, there is less loading on the ankle, knee and hip joints. This result is typically associated with a reduction of joint pain.

Improved posture can lead to a release of unnecessary muscular tension. As the movement of the foot works more like a smooth wheel there are fewer shocks and jolts to the body. Each step becomes both a relaxation and a therapy at the same time.

Benefits:

- *Exercises neglected muscles
- *Improves posture & balance
- *Can help with back, hip, knee and feet problems
- *Lessens the strain on joint ligament and tendon injuries

ENJOY THE WALK IN FREEDOM



Freedom vs. Stress

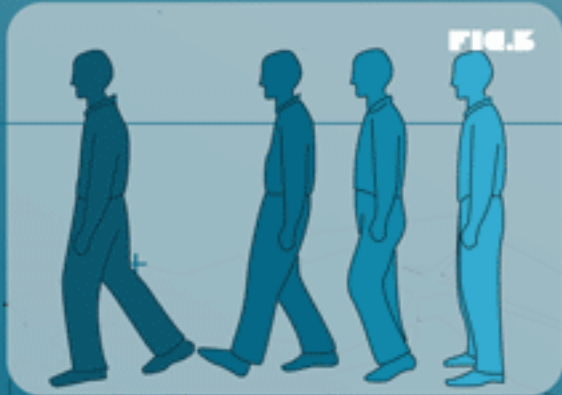
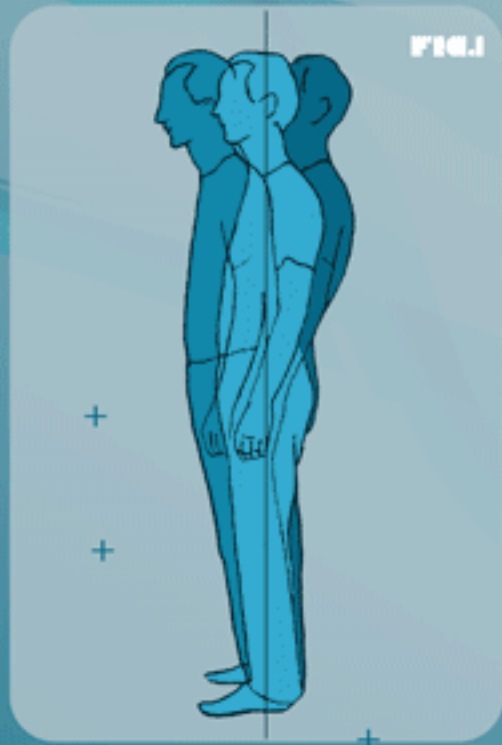
Life is hectic. We rush around walking in ways our body can't cope with. Our long, hurried strides mean our feet are slapped onto hard flat pavements and unyielding floors.

It's a lot of straining and jolting - and it's very bad news for our entire body.

Back and hip pain is normally an early sign of trouble. Knees and ankles suffer too.

The standard shoe heel throws your body weight forward and upsets your balance. The higher the heels, the more damage they can cause to your body.

Freedom Soles are designed to take the stress out of walking, to let you relax and enjoy the moment, enjoy the movement of your body.



ENJOY THE MOVEMENT

Training

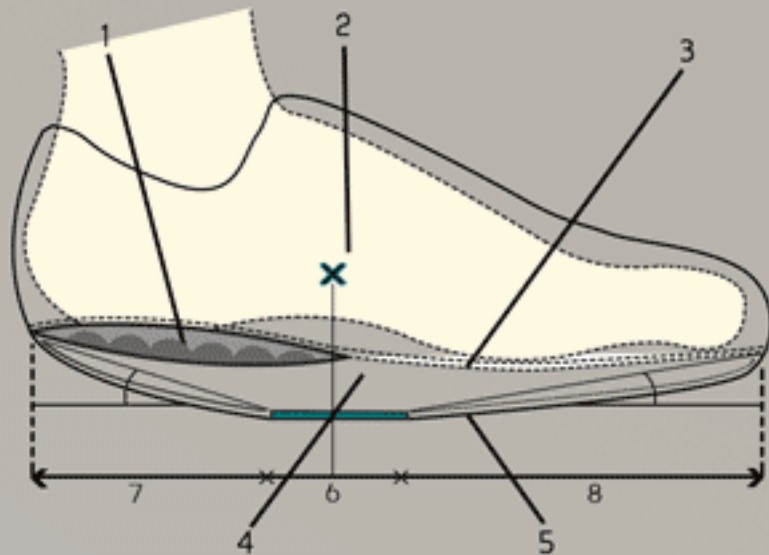
These shoes are the tools, but you have to learn how to use them correctly for maximum benefit.

Firstly, the fitting should be a nice snug fit and you should be able to tighten up the laces without any slippage of the foot inside the shoe. Sway backwards and forwards a few times to find your line of balance.

When walking with Freedom Soles keep an upright posture with the head up, the eyes looking forward and the arms and shoulders hanging loosely. The design of the shoe sole encourages a more natural rolling motion of the foot, with shorter strides and a more upright posture.

You plant the foot gently on the heel section, rolling over the pivot area and push off with the toes. The length of stride is typically about half of what you are normally used to. Get used to your Freedom Soles gradually during the first week as you build up your leg muscles.

SOLE POWER



1. Soft heel insert, made of very soft, spongy TPU material
2. Shoe uppers
3. Inner sole on top of a hard board
4. PU mid-sole with an inbuilt pivot at point X

5. TPU outer sole
6. Pivot area
7. Rounded heel
8. Rounded toe

Freedom Soles – Technology

It took over two years of intensive research by posture and movement expert Alex Maunder to perfect the design of Freedom Soles.

Over two decades, Alex has treated thousands of people suffering from poor posture and body aches and pains. He soon realised that it was the heels of their shoes that were causing the problem.

As a result of his experience he developed a soft rounded shoe sole with a pivot area that enabled his clients to maintain the correct upright posture balanced over the middle of the foot arch.

Enjoy the Movement

This pivot area, combined with a rounded heel and toes, encourages a soft gentle rolling motion of the foot when walking.



MAINTAIN THE BALANCE



Maintenance

The sole should be wiped down with a warm, damp cloth when needed.

Suede shoe uppers should be scrubbed with a suede brush and sprayed with Scotchgard leather protector as needed to improve the water repellent qualities. Leather uppers can be waxed (although this will darken the colour) or also sprayed with Scotchgard to leave the colour as it is.

The shoe sole has a unique soft heel insert for added comfort that can be easily replaced if necessary.

Freedom Soles are not to be worn in snow or icy conditions, as there is a risk of slipping.