



ADIPURE TRAINER FACT SHEET



ENGINEERED FOR THE GYM

The adipure Trainer is the **first barefoot training shoe designed for the gym**

- Engineered as a piece of equipment for athletes to use during strength training and conditioning to help **promote dexterity, improve balance** and **increase strength**
- The **low, quarter-inch profile** gets you as close to the ground as possible and eliminates heel lift to align spine and legs and help **improve posture**
- A **flexible outsole** and **flex grooves in the toes** mimic the foot's natural movement while providing traction and durability

NATURAL MECHANICS

The adipure Trainer helps promote **pure and natural movement** by harnessing the body's natural mechanics and anatomy

- The **barefoot-shaped construction** mimics the foot's anatomy to create a natural fit
- **Independent toe separation** allows for maximum foot movement without restriction promoting toe spreading and toe flexing to help build strength and balance
- The shoe design follows the **functional zones of the human foot** to enhance the body's natural ability to help absorb shock, protect ligaments and push off

MUSCLE ACTIVATION

Working out in the adipure Trainer will help **activate and strengthen muscles you never knew you had**

- adipure help engage muscles from your **toes, feet, ankles, lower legs** and up to your **core**
- Activating a wider range of muscles, helps **builds strength, balance** and **tactile sensitivity**, which can all aid in minimizing injuries

COMFORT AND PROTECTION Designed and tested with the help of athletes and trainers, the adipure Trainer **balances minimalistic construction with necessary comfort and protection**

- The sock-like stretch upper conforms to feel like a **second skin for a comfortable fit**
- An **EVA midsole provides a streamlined layer of cushioning** that helps prevent foot bruising and allows for less rubber outsole material
- **Wrapped up side walls** help provide stability and traction during ground-based positions and postures for pillar strength, movement preparation, yoga and pilates exercises
- The **slip-on collapsible heel** allows for easier entry
- An **Ortholite sock liner** provides antimicrobial protection and moisture management

LIGHTWEIGHT CONSTRUCTION

- 5.8 ounces (men's)
- 4.9 ounces (women's)

AVAILABILITY **November 2011** at Dick's Sporting Goods, Finish Line, Foot Locker, Sports Authority and shopadidas.com

- Men's sizes 6.5 to 18
- Women's sizes 5 to 11

COLORWAYS **Men's:**

- Red/Black/Neo Iron Metallic
- Phantom/Black/Sharp Blue
- Black/Metallic Silver/Black
- Solid Grey/Black/Electricity

Women's:

- Intense Blue/Neo Silver/Solid Blue
- Black/Intense Pink/Black

RETAIL PRICE \$90

FOR MORE INFORMATION Visit www.adidas.com for more information

Media should visit news.adidas.com/US or contact:
Caitlin Albaugh
(o) 971-234-4554
Caitlin.Albaugh@adidas.com

###