



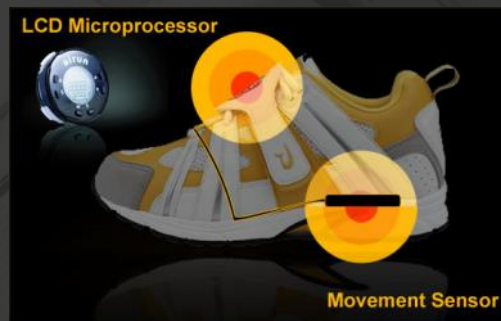
The Newest Gadget in Footwear Technology

The first product to launch out of the Airun lab is Airun +. Featuring the latest in Weighted Technology, on board Smart Technology Controller and a world first in Sensory Technology, Airun + is a serious contender in the motivational fitness market and a leader in the demand for healthy footwear.

When the creators of Airun Plus researched how many people knew what their goal or calorie burn should be when exercising, 99% of people studied didn't know. The truth is, most of us fail to maintain our exercise plans and don't achieve our optimum fitness and weight because we lack goals, guidance and motivation.

Based on this problem, the developers of Airun Plus designed a trainer that would offer all levels of wearer, from first timers to professional athletes, the structure, information and statistics necessary to begin a successful exercise plan or up the intensity of a previously planned workout. By using the Smart Technology Controller to calculate current fitness levels and exercise stats, Airun Plus aims to put the motivation back in to exercise.

**Calculates BMI - Calculates Optimum weight - Recommends Daily Calorie Burn
Real Time Calorie Burn - Real Time Exercise Distance - Real Time Pace Counter**



Current research conducted by experts has revealed that short, high intensity workouts are more effective in burning calories, increasing cardiovascular fitness and enhancing speeds of weight loss. Airun products have been designed to incorporate the principle of increased intensity in to our footwear by using variable weighted insoles – offering wearers the opportunity to gain more exercise value from the time they spend working out and allowing them to up the intensity of their exercise through their footwear.

By clearly outlining your current fitness levels and calculating an exercise programme that will get you to your optimum fitness, Airun Plus is an essential support tool to all levels of wearers from those looking to lose weight and improve their exercise value, to those looking to gain specific information on the success and effectiveness of their workouts

Airun are available in Black and Yellow, sizes UK3 .5-10 Retail price £125.00

For more information, to book a sample or feature this product here are your contacts:

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