

PRESS RELEASE

Let the Spirit Move You: SpringBoost Introduces the "Motion/Spirit" Fitness Collection for Women

Trim and Tone Your Target Zones

Imagine a shoe that – just by wearing it during exercise – can help tone, lengthen and strengthen your legs, butt and core in a fraction of the time. Now imagine that same shoe improving your body alignment and alleviating pressure on your joints. No need to imagine it, it's real.

The SpringBoost Motion/Spirit Collection is engineered to complement today's high-energy workouts. Smooth beveled edges on the sole make it easier to move side-to-side for cardio kickboxing and boot camp, while a pivot point under the ball of the foot will help dance class lovers spin faster. Even walking on the treadmill or climbing the StairMaster will be supercharged by the Motion/Spirit.

The secret? SpringBoost's exclusive "dorsiflexion" design, which places your heel lower than the ball of the foot, engaging your legs, butt and core for dramatic results you can see, feel and measure.

Every inch of the Motion/Spirit collection is designed for you to get the most out of your workout, no matter your fitness level, including:

- **DORSI Technology™** = *Tones, lengthens and strengthens muscles, while improving body alignment and alleviating pressure on your joints*
- **U-Control Insole System™** = *Allows you to vary your workout intensity with two interchangeable insoles (DORSI 0 and 2)*
- **Smooth, beveled outsole edges** = *Aids lateral movement dynamics*
- **Engineered outsole pivot point** = *Facilitates spins and changes of direction*
- **Molded TPU shank** = *Provides control and stability*
- **Energy Plate™** = *Increases range of motion, improves push-off power and uses energy more efficiently*
- **Lightweight EVA midsole** = *Offers maximum comfort and shock absorption*
- **Lightweight mesh upper** = *Makes them breathable*



SpringBoost Motion



SpringBoost Spirit

The Motion/Spirit fitness collection is available in multiple colors, with a suggested retail price of €119, 90

To help you make the most of the Motion/Spirit footwear, SpringBoost has partnered with renowned fitness expert Kathy Stevens to create a customized workout that leverages the benefits of dorsiflexion: the *Work Your Butt Off* training program. This innovative, fat-burning, butt-firming and metabolism-lifting workout can be found at www.workyourbuttoff.net, along with helpful nutrition and life tips. Leap into spring, aided by the tools and support to create a healthier, fitter you!

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