



Increase the Intensity with Airun Plus

No time for spending grueling hours at the gym? Then not to worry... research from experts has revealed that **short, high intensity workouts** actually burn more calories than long, low intensity workouts. It's more about how efficient your workout is rather than the time spent doing it. According to **The Journal of Physiology** short burst of very intense exercise – the equivalent to only a few minutes per day – can produce similar results to traditional endurance training!

Wouldn't it be great if simple every day chores such as walking the dog or walking to the shops actually gave your body a mini work out? Or do you want to burn more calories in your daily morning jog? Now there's a pair of shoes that can give you this workout! **Airun** can be your new personal trainer!

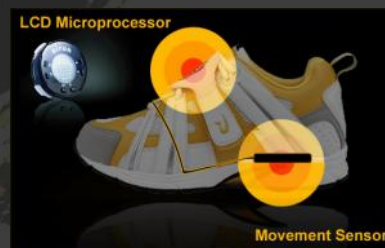
Thanks to its **Smart Controller** and **Interchangeable Weighted Technology** Airun is your personal trainer and will get you to the level of health and fitness that you need. By increasing your exercise value and keeping you focused Airun are designed to get you fitter, faster!



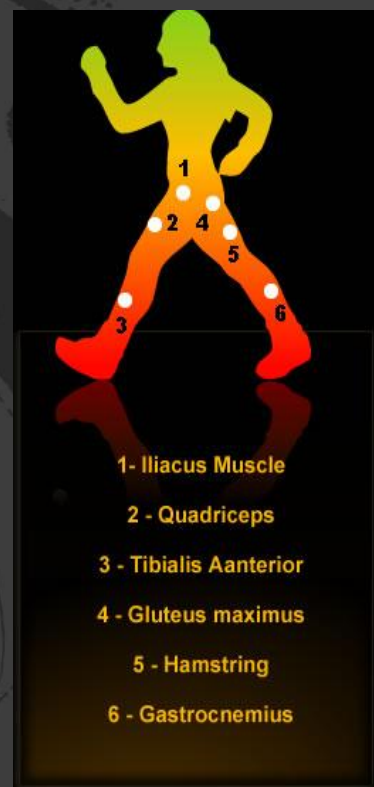
Weighted Insoles



Smart Technology Controller



Wireless Sensor



The controller acts as your very own personal trainer as it works out how many calories have been burnt, percentage of recommended exercise achieved, paces taken, distance travelled and time spent exercising. This is designed to put **structure and motivation** in to working out by using the SMART approach, a goal setting technique used by personal trainers, so you can get the most out of the time you spend exercising... no matter how short it is! The Weighted Technology in the sole then allows you to **increase the intensity** of your workout. This high intensity exercise should be pushing your heart rate up to 75% of its maximum or more, is considerably better for nearly every aspect of your overall health and will burn more calories quicker... perfect for those of you with little time to spend at the gym but want to burn more calories. Individuals who want to lose weight - and who are free from cardiovascular disease – should profit from a step-up in their workout intensities.*

Airun breaks down the statistics professional trainers use to recommend exercise regimes making it easy for all levels of athletes, from beginners to professional runners to understand their fitness levels and know what their targets should be.

With a range of colours you can **step out in style**, know exactly how many calories you're burning and will love them so much that you'll never want to take them off!

*Journal: 'Impact of Exercise Intensity on Body Fatness and Skeletal Muscle Metabolism' Vol 47 pp 814-818, 1994

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