



physiological footwear

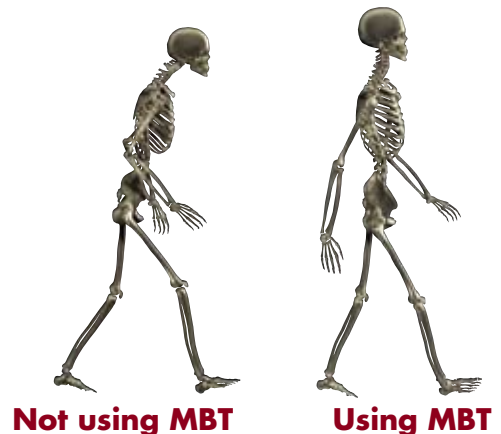
Six Questions & Six Answers about Masai Barefoot Technology

Q1 : What is the difference between physiological footwear & conventional shoes?

One of the human body's most complex tasks is to keep itself upright and balanced when walking and standing. A multitude of supporting muscles throughout the whole body is responsible for this - the body's supporting muscle system.

Conventional shoes support and lead the foot, stabilising the body in an unnatural way.

This means that these important muscles lose their function. Like any other inactive muscle, they atrophy, leading to many of the health conditions of modern civilisation, for instance joint and back pain.

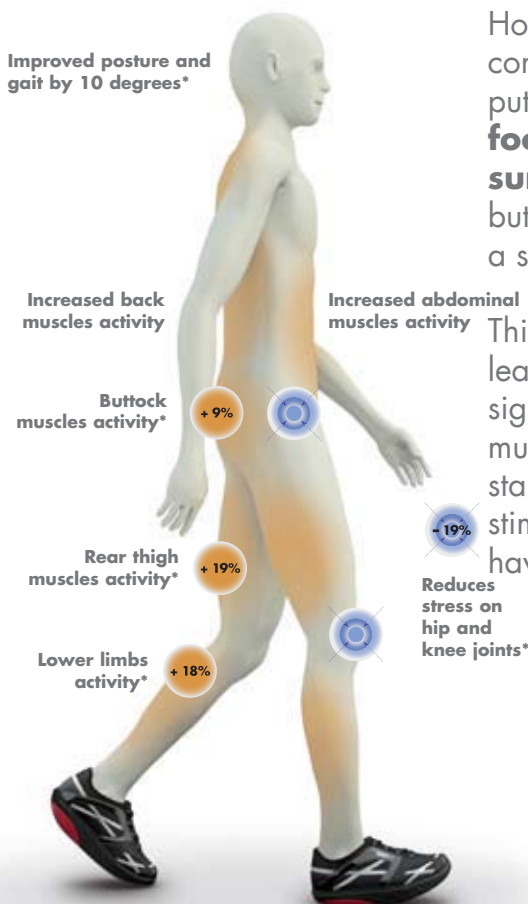


It is relatively easy to counteract this effect: **the body must be stimulated to balance itself.** This is exactly what physiological footwear does, by inducing a natural instability in the body - which must constantly be compensated by the body's supporting muscle system.

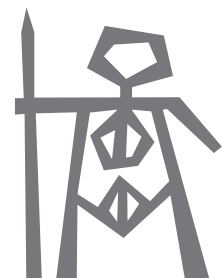
Q2: How does MBT act on my body?

How great the difference between physiological footwear and conventional shoes actually becomes obvious as soon as one puts on a pair of MBTs: **wearing MBT physiological footwear is like walking barefoot on a springy surface or a sandy beach** - very comfortable on one hand, but also a challenge for the whole body. Because every step is a small workout for the whole body.

This training effect means that wearing MBT physiological footwear leads to a multitude of benefits: gait and posture improve significantly, relieving the pressure on the joints and back. A multitude of muscles are exercised both when walking and standing, which burns calories and stimulates the metabolism - stimulating weight loss and speeding up regeneration. MBTs also have a firming effect on abdominal, leg and buttock muscles.



*According to studies at the University of Calgary, CAN; Sheffield Hallam University, UK; Rennbahnklinik Basle, CH etc. In comparison to conventional shoes.





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Q3: What are the origins of MBT?

MBT have been available on the market since 1996. But practical proof of the effectiveness of this technology has been provided for thousands of years by the Masai, a semi-nomadic tribe from East Africa well-known for their excellent posture. Joint and back pain are mostly unknown among them, they enjoy stable health and remarkable athletic ability.

It was left to Swiss engineer Karl Muller to discover the secret of the Masai: the simple fact that walking barefoot on soft, natural ground means that they have to balance their bodies with each and every step.

Muller developed a footwear technology that would make the natural instability of soft surfaces accessible to people forced to move on hard ground. After many years of research and development "Masai Barefoot Technology" was launched to the world.

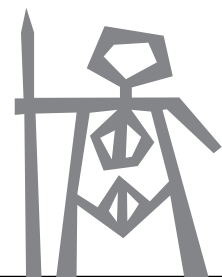


Q4: How does MBT work?

The secret behind the effect of MBT physiological footwear is the unique structure of its sole, which is patented worldwide.

Its special construction around the core of the technology, the **Masai Sensor**, the **Shank** and the **PU midsole with pivot** creates a natural, soft surface - walking in MBTs is like walking barefoot on a springy surface or a sandy beach.

This creates a natural instability underfoot, which stimulates and exercises the body's supporting muscle system and thus triggers the positive effect of Masai Barefoot Technology on the entire body.





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Q5: Who uses MBT?

Many people quickly discover MBT when they want to relieve complaints quickly and effectively - especially in the foot, knee, hip or back. In most cases they react enthusiastically to the whole-body effect of physiological footwear.

The greatest increase in the number of MBT users is not among people suffering from complaints, but those wishing to improve their performance levels, fitness and appearance.

Many athletes use MBT physiological footwear to prevent injuries and the consequences of wear and tear and for faster regeneration after training and competition. Business people and young mothers wear MBTs because they do not have the time to exercise regularly, but still want to do something for their fitness. Celebrity models and actresses use MBT for effective bodyshaping.



Q6: Which MBT Models are available?

MBT is far more than just a "shoe" - it is a highly effective piece of training equipment.

A selection of designs are available for business or leisure use, but there is no functional difference between the diverse MBTs.

Models for women and men are constructed on special lasts adapted to their respective foot anatomy. **Visit our website for the complete range of models** available in Australia.



www.swissmasai.com.au

