

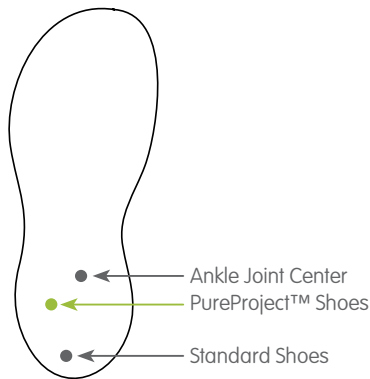


IDEAL
Technologies

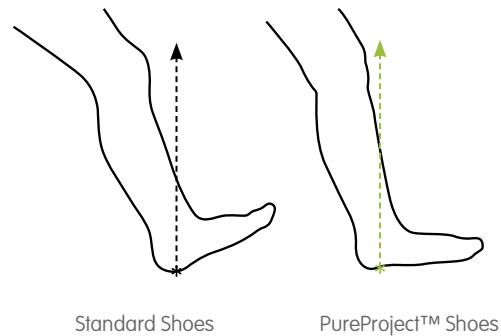


IDEAL HEEL | Promotes proper alignment and reduces lever arms

The Ideal Heel is an innovation that shifts the ground contact point forward. The runner lands with more ground clearance right under the middle of the heel rather than on an edge behind the center of the heel. This lets force vectors travel closer to joint centers and decreases lever arms and moments, leading to reduced internal stress and enhanced performance.

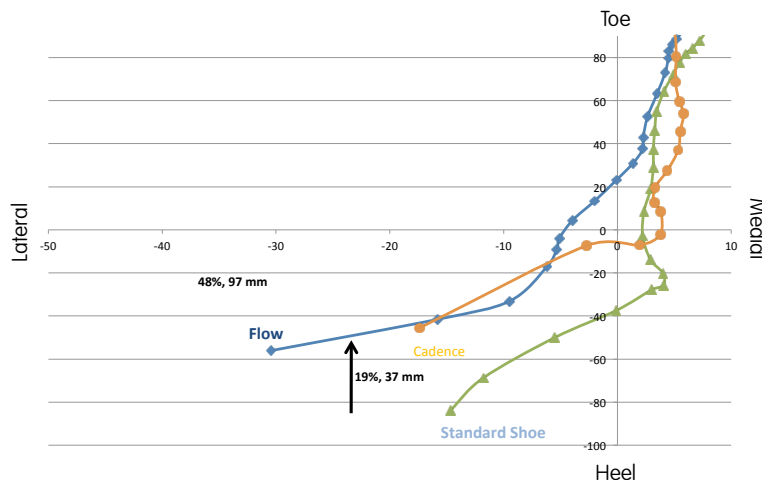


LANDING POINT



IDEAL ALIGNMENT

Landing more forward and reducing the lever arm also provides a smoother transition for the runner as they spend 10% less time in the braking phase wearing PureProject™ shoes. We also found that the shoes were able to shift the landing zone forward by 3cm, which is very similar to where runners hit the ground in the barefoot running condition. This encourages the foot to land under the body's center of mass creating alignment of force vectors through the ankle, knee and hip joints.

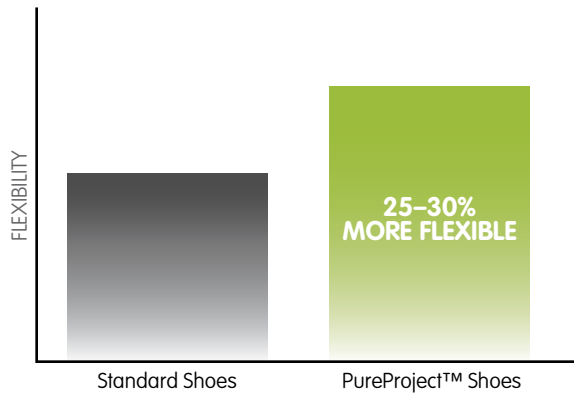


CENTER OF PRESSURE

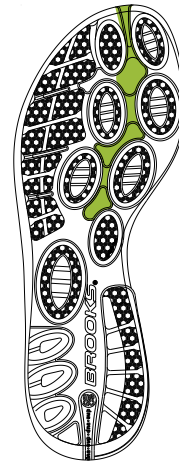


TOE FLEX | Enhances feel and creates a more efficient push-off

Toe Flex technology enhances forefoot flexibility and creates ultimate feel during the run.



INCREASED FLEXIBILITY



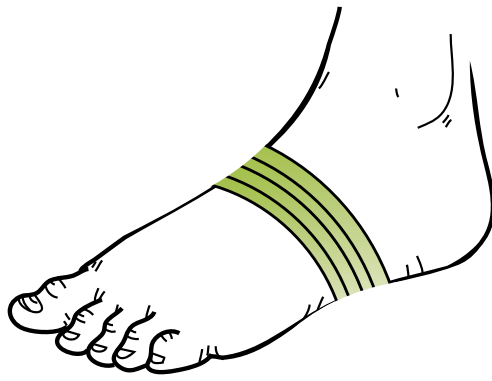
FLEX ZONE

The PureProject™ shoes are approximately 25–30% more flexible when compared to a standard running shoe. Omega Grooves and strategic removal of the midsole (Toe Flex) has allowed for this increased flexibility. The Toe Flex is designed to better isolate the first ray (big toe) empowering it to help the foot resupinate, creating a more efficient and aligned toe-off.



NAV BAND | Creates a dynamic fit

The Nav Band is designed to enhance the fit and feel of the shoe. This elastic band will accommodate different foot shapes and create a comfortable, assured arch fit for the runner.



Low Instep



High Instep

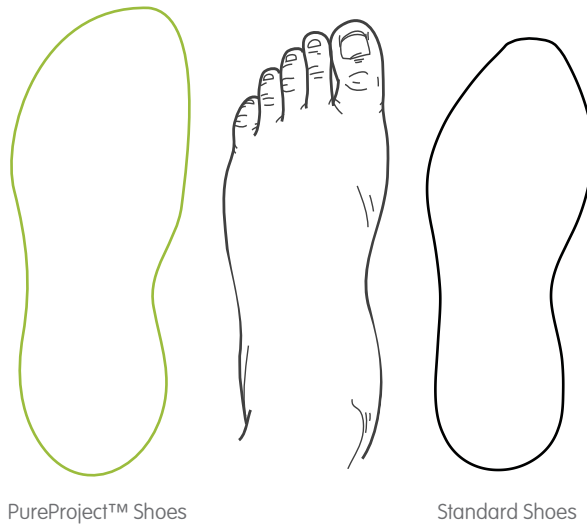
DYNAMIC FIT FOR ALL FOOT TYPES

All runners have some degree of arch collapse while they run. The Nav Band provides a snug, comfortable fit and lets the foot move naturally.



ANATOMICAL LAST | Works more efficiently with your foot

A new anatomical last was created for the PureProject™ shoes. The last mimics the shape of the foot and is visually apparent. The shoe is longest at the big toe and tapers down to the smallest toe. This new last gets down to basics and minimizes the use of material to enhance the feel of the run. Matching the runner's anatomy will provide a more natural and comfortable fit, and allow the shoe and foot to work as a single unit.



PureProject™ Shoes

Standard Shoes

MIMICS THE SHAPE OF FOOT



BIOMOGO DNA | Responds to your individual needs

BioMoGo DNA is a blended version of Brooks BioMoGo and Brooks® DNA technologies giving the entire midsole adaptive properties. With each foot strike, the BioMoGo DNA tunes the cushioning and responsiveness to the specific needs of each and every runner.

Testing in a lab, the cushioning and loading rate of the PureProject™ shoes were 5-10% greater than a standard running shoe. This is an ideal scenario, a low profile shoe that provides better cushioning and comfort than a standard running shoe.



In the lab, lower profile PureProject™ shoes deliver the same energy return as thicker standard shoes. Another great example of how BioMoGo DNA does more with less.



BioMogo DNA reduces layers in the midsole as there are no drop-ins, allowing the runner to feel more and have more ground contact. This approach also leads to better sustainability in the PureProject shoes by reducing parts and processes.

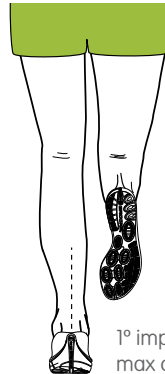


INHERENT STABILITY | Natural motion by Brooks

With the help of our five innovative Ideal technologies in all PureProject™ shoes, Brooks has been able to maintain its ability to provide an inherently stable shoe. On top of the IDEAL technologies, the PureProject shoes are lower profile and have a wider base contributing further to inherent stability.

The PureProject shoes provide assurance similar to that of Brooks Neutral and Guidance shoes, and are more stable than its primary competitors.

1° improvement
internal hip rotation



Better Alignment

1° improvement
max ankle eversion

INHERENT STABILITY