

NEW CARDIOSTRIDES™

The next generation in fitness technology

Nikken CardioStrides have been a hit ever since they were introduced. It's easy to see why – these shoes, which intensify the positive effect of everyday exertions such as walking or working around the house, have allowed thousands of people to receive the benefits of a healthy workout during their daily routine.

A revolutionary idea, but it didn't end there. Revolution begets evolution, a process that takes place when an original concept is improved.

Nikken designers have been mulling CardioStrides technology in their own highly-evolved minds, and this has led to a tremendous leap forward – the new CardioStrides, a true advancement in applied walkometrics.

A new pattern and revised construction make the CardioStrides more comfortable, more stylish and even more versatile. The basic idea is as simple and practical as before, but these refinements reveal the progress made since the first version debuted.



One design aspect hasn't changed. CardioStrides still employ the principle of incorporating ergonomic, weighted inserts to provide a slight additional muscular resistance when walking. This is the technology that helps to burn fat, increase heart rate and boost oxygen intake while toning muscle and assisting in all-over body shaping.



The new CardioStrides retain this feature and improve on the shoe's other characteristics: the fit, for example. Based on tests in the field and reports from wearers, the interior construction was reevaluated from every angle. Technicians employed precise measuring dynamics to reshape the inside dimensions, and CardioStrides now offer a much-improved, more true-to-size fit. You'll notice how comfortable they are as soon as you put them on.

The exterior has also been reworked. The previous CardioStrides were sturdy but bulky. In the redesign, engineers were able to reconfigure the insert cavity so that CardioStrides now have a more compact profile, similar to an athletic cross-trainer. The slimmer, flattering shape offers the wearer what designers call "the stealth advantage" – when you're walking in

In a series of exercise studies sponsored by the Japanese government, the following activities were found to burn up to 300 calories within the listed intervals:

Tennis	51 minutes
Golf	1 hour, 40 minutes
Stretching or yoga	1 hour, 25 minutes
Bicycling	2 hours
Stair climbing	1 hour, 6 minutes
Swimming	38 minutes
Leisurely walking or shopping	3 hours, 20 minutes
Walking in Nikken CardioStrides	30 minutes*

*Based on a limited product study conducted with volunteer test subjects. Your results may vary.

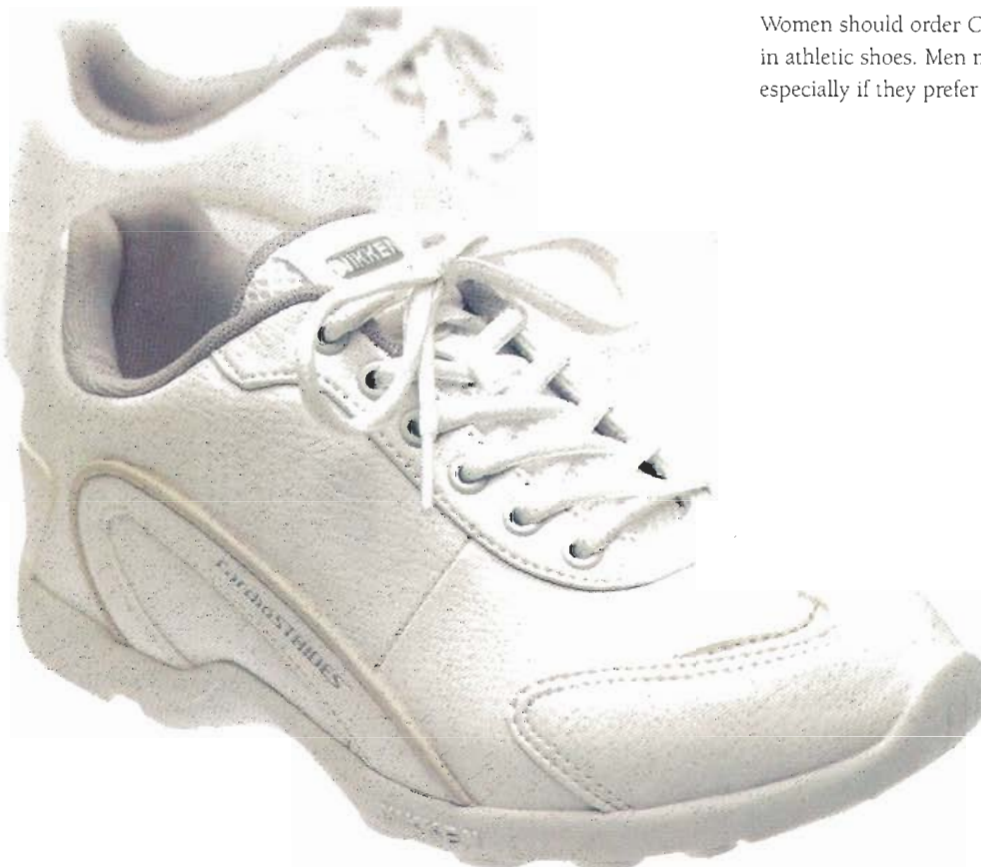
General exercise calorie-use figures provided by the Department of Welfare, Japan.

the new CardioStrides you're burning calories and toning muscle but nobody else will guess your fitness secret.

The smaller, neater CardioStrides have the look of an expensive designer athletic shoe, so they're a smart complement to almost anything you wear. Combine this with the excellent fit and improved comfort, and you'll find yourself reaching for your CardioStrides more often.

PLEASE SEE PRICE LIST FOR ORDER INFORMATION.

Women should order CardioStrides in the same size they normally wear in athletic shoes. Men may wish to order a half-size larger than usual, especially if they prefer heavy athletic socks.



CARDIOSTRIDES™

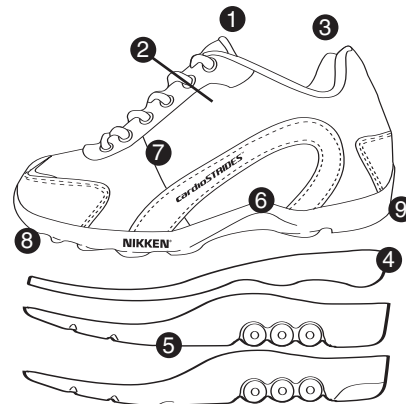
QUICK REFERENCE SHEET



- *New, improved design for better look and fit*
- *Cardiovascular exercise, muscle toning or weight control*
- *Make almost any activity a workout*
- *Choose desired insert weight — like two pairs of shoes in one*
- *Ergonomic design for comfort*
- *Better and safer than ankle weights*
- *Styling and comfort that equal any expensive athletic shoe*
- *Like a portable gym — that goes everywhere with you*

CardioStrides™ construction

1. Padded tongue and ankle surround for comfort
2. Internal padding for comfort and fit
3. Contoured collar to help prevent slipping
4. Cushioned insole
5. Removable inserts in two different weights (unweighted and weighted), for a range of activities
6. Insole and insert maximize weight distribution, reduce foot fatigue
7. Inner and outer construction diffuses heat buildup
8. Non-slip outsole pattern
9. Rounded heel to minimize impact on joints



CARDIOSTRIDES™ FEATURES/BENEFITS:

- **Internal weighted inserts** Provides resistance, can make walking or ordinary daily activity a healthy workout, to help control weight or tone muscles.
- **Different insert weights.** Choose the correct weight for walking, running, aerobics, almost any exercise.
- **Ergonomic design.** Weight is distributed evenly for balance.
- **High-density rubber insert composition** . . . No metal, allowing improved flexibility.
- **Weight carried at bottom.** Safer than ankle weights, no added stress on joints.
- **Shaped, rounded heel** Helps prevent slipping, reduces ground impact.
- **Padded interior surfaces.** Comfortable even for all-day wear.
- **Separate, cushioned insole.** Placed on top of insert, for extra comfort.
- **Non-slip outsole.** Sure footing indoors or outdoors.

CARDIOSTRIDES™

QUICK REFERENCE SHEET

THE FACTS

- Obesity, heart attack, cardiovascular disease, diabetes and other problems related to overweight are the most serious health issues today. Experts agree: the most effective form of prevention is exercise. But most people simply do not have time to include exercise as a regular activity.
- CardioStrides solve that problem by adding exercise to many of the things you already do every day. Walking or performing household tasks while wearing CardioStrides can amplify their health benefits, giving you a workout.
- Walking is not only the most popular form of exercise, it is also one of the safest. Walking is a natural activity that exercises major muscle groups. It avoids excessive stress on joints. Almost everyone can enjoy walking in CardioStrides.
- The new, improved design of CardioStrides allows you to expand your range of activities. Use the unweighted inserts for running or aerobics, to give CardioStrides the same performance characteristics as any high-quality athletic shoe. The weighted inserts add an increase in resistance for your workout, for walking or for casual wear.
- Instead of metal for weight, the inserts use high-density rubber for flexible comfort.
- Conventional ankle weights place stress on an unsupported ankle. By placing the weight at the bottom of the shoe, CardioStrides are better balanced.
- The thick, all-around padding in CardioStrides also helps avoid strain or injury. The rounded heel and high-density sole reduce impact shock.
- With the variety of weight inserts, new CardioStrides are like two pairs of shoes in one — athletic shoes and walking shoes.



PRODUCT INFORMATION			
ITEM CODE	DESCRIPTION	SUGGESTED US RETAIL	SUGGESTED CN RETAIL
#1962-1967 Men #1968-1973 Women	CardioStrides (with unweighted and weighted inserts)	\$199.00	\$209.00
AVAILABILITY			
US: YES CN: YES			
FEATURED NIKKEN TECHNOLOGY			
CardioStrides ergonomic weight technology			
WEIGHT			
Varies			
ORDERING INSTRUCTIONS			
Women should order CardioStrides in the same size they normally buy in athletic shoes, for a good fit with any kind of socks. Men may wish to order CardioStrides a half-size larger than they usually wear, especially if they prefer heavy athletic socks.			
CARE INSTRUCTIONS			
Do not immerse in water. May be cleaned with a damp, soft cloth.			
WARRANTY INFORMATION			
90-day standard limited warranty			

QUICK SHARING TIP

- Compare CardioStrides to a gym membership. Joining a gym requires an ongoing expense. Going to a gym is difficult to fit into a busy schedule. CardioStrides are available for use anywhere, any time, to fit exercise into any daily routine.

CAUTION: Read instructions carefully before using CardioStrides. Use only the insert weight that is appropriate for the activity; excess weight heightens the risk of injury. Consult your healthcare provider before starting any exercise program. CardioStrides are not recommended for wear on stairs, slopes, escalators, in slippery conditions or in water. If discomfort, dizziness or pain is experienced while wearing this product, discontinue use and consult your healthcare provider.