

# PRINT



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The key to perfect form.



The key to perfect form.



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# TREADMILL





# TREADMILL



# TREADMILL

## The Newton Advantage



Slide to unlock the key to perfect form.

## The Newton Advantage

We can tell you all about the Newton difference. But we'd rather show you how it works.

### Step 1: Run

Let's take a closer look at your stride. While you run, we're analyzing your stride in-depth so we can show you the Newton difference.

When you're ready to start your run, slide the shoe to the right.



## The Newton Advantage

### Now analyzing your stride...

Warm up for 2 minutes, then run steadily for 5.



# TREADMILL

## The Newton Advantage

### Step 2: Compare

Slide the shoe across the screen to see how Newtons adjust your stride.



Continue

## The Newton Advantage

### Step 2: Compare

Slide the shoe across the screen to see how Newtons adjust your stride.



Continue



# TREADMILL

## The Newton Advantage

### Step 3: Break in

Now that you've seen the Newton Advantage, we want you to feel it after running the 2-part Newton Advantage 10K.

When you receive your free pair of Newtons, you'll have just over a month to break them in.

Because Newtons increase your running efficiency by engaging more muscle fibers, you'll have to start with a 10-minute run to ensure that your muscles adapt properly. For about 2-4 weeks after, add 10 minutes to your run every other day.



Slide to continue.

## The Newton Advantage

### Step 4: Connect

If you haven't already, sign up with us online at [newtonrunning.com](http://newtonrunning.com) to keep track of your progress between races and access helpful training resources.

Sign up

Finish

# WEB PROMOTION

Newton Running

About Run Better Shop Community

Log In

Shop Men's Shop Women's

Behind every great runner is a perfect stride.

Get a **FREE PAIR** of Newtons with registration and completion of the **Newton Advantage 10K**. Newton Running is the key to perfect form.

To prove it, we're hosting a 2-part run for our customers to compare their form and time before and after with their very own pair, on us.

Sign up or log in for more information.

Testimonials

The Technology

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# WEB PROMOTION

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Performance is our priority.

**THE THREE STEPS TO NEWTON RUNNING:**

- 1. Posture**  
Find your proper posture by standing straight and tall, relaxing your shoulders, and looking to the horizon.
- 2. Position**  
Level your hips and slightly flex your knees and ankles. Relax your arms and bend them 45 to 90 degrees at the elbow.
- 3. Cadence**  
Run in place, with your feet landing as close to your body as possible. Notice how you land relaxed and use your whole foot. Your stride will lengthen as you increase speed, but your cadence should be between 170 and 190 steps per minute for most running speeds.

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Sign up today!

**Newton Advantage 10K**

We strive to find the perfect stride in every runner, and finding that stride is as simple as switching shoes. Newtons get you striking on your midfoot with every step, eliminating the habit of heel striking which causes postural imbalances.

But enough talk – we want to show you how Newtons really work. By signing up for our 2-part race, you'll receive your own pair of Newtons to break in between races. You'll be able to use our Newton smart track to see the difference, and then run our 10K to feel the difference. In addition to a perfect running form, you also get to keep your shoes afterwards.

**When:**  
May 1st, 2015 & June 7th, 2015  
9:00 AM - 4:00 PM

**Where:**  
**Start / Finish:**  
Newton Running Lab  
1300 Walnut St  
Boulder, CO 80302

**Registration:**  
**Fee:** Equivalent to cost of shoes  
**Members & Early Birds:** 15% discount  
**Early Bird Deadline:** February 7th, 2015  
**Final Deadline:** March 25th, 2015

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# WEB PROMOTION

Newton Running  
About Run Better Shop Community

Shop Men's Shop Women's

## Newton Advantage 10K

### Create an account

#### Step 1

**Log in**

Email address  
Password

**Create an account**

Email address: Jrunner725@gmail.com

**Sign in with Facebook**

Name: Full name  
Password: Password  
Date of birth: Month, Day, Year  
Sex: Female  
Shoe size: -  
Shirt size: -

I want to receive updates and special offers.

#### Waivers, Terms & Conditions

I understand that I will receive my free pair of Newton Running shoes after registering for the 2-part Newton Advantage 10K. I must use the shoes to run the second race, and I must use the time in between races to break-in my new shoes or I may injure myself. I must consult with a Newton Team Member for which type of shoe suits me best. I understand that the registration fee is equivalent to the cost of the shoe plus shipping (unless I pick it up at the nearest Newton Running Lab). I understand that using the Newton Difference smart track is optional but highly recommended to compare my form and time. If I miss either of the races I may not keep my free pair of Newtons and must return them regardless of...

I agree to the Newton Advantage Terms & Conditions.  
 I waive any liability to Newton should I become injured.

Electronic Signature  
Full name

## Step 2

Choose your shoes

Newton Running  
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Shop Men's Shop Women's

## Newton Advantage 10K

### Create an account

Name: Johanna Gonzalez  
Email address: Jrunner725@gmail.com  
Password: Password  
Confirm password: Password

Date of birth: Month, Day, Year  
Sex: Female  
Shoe size: -  
Shirt size: -

I want to receive updates and special offers.

#### Waivers, Terms & Conditions

I understand that I will receive my free pair of Newton Running shoes after registering for the 2-part Newton Advantage 10K. I must use the shoes to run the second race, and I must use the time in between races to break-in my new shoes or I may injure myself. I must consult with a Newton Team Member for which type of shoe suits me best. I understand that the registration fee is equivalent to the cost of the shoe plus shipping (unless I pick it up at the nearest Newton Running Lab). I understand that using the Newton Difference smart track is optional but highly recommended to compare my form and time. If I miss either of the races I may not keep my free pair of Newtons and must return them regardless of...

I agree to the Newton Advantage Terms & Conditions.  
 I waive any liability to Newton Running should I become injured.

Electronic Signature  
Full name

## Step 2

Choose your shoes

# WEB PROMOTION

The image shows a screenshot of the Newton Running website. The browser address bar displays the URL [www.newtonrunning.com/newtonadvantage10k/part2](http://www.newtonrunning.com/newtonadvantage10k/part2). The website header includes the Newton Running logo, navigation links for 'About', 'Run Better', 'Shop', and 'Community', and a 'Log in' button with a shopping cart icon. The main content area features a large heading 'Newton Advantage 10K' in red, with two smaller images of running shoes labeled 'Shop Men's' and 'Shop Women's'. Below this is the text 'It's time to break in your Newtons.' followed by a large video player showing a runner on a path. Underneath the video player are four video thumbnails with red play buttons, each with a title: 'Form & function', 'Injury prevention', 'P.O.P. technology', and 'Muscle fibers'. The entire webpage is set against a dark blue background with a starry pattern.

Newton Running

About Run Better Shop Community

Log in

## Newton Advantage 10K

Shop Men's Shop Women's

It's time to break in your Newtons.

### Form & function

### Injury prevention

### P.O.P. technology

### Muscle fibers



# STORE PROMOTION

A photograph of a store interior with several pairs of Newton Advantage 10K running shoes suspended from the ceiling by thin wires. The shoes are in various colors, including yellow, orange, white, and black. The background shows a white ceiling with recessed lighting and a grid pattern. A dark grey banner is overlaid at the bottom of the image, containing promotional text.

We can tell you all about the Newton difference.  
But we'd rather show you how it works.  
**Newton Advantage 10K**  
Register today!

# STORE PROMOTION



✓ Free Shoes      ✓ Perfect Form

**Newton Advantage 10K**

Register today!