





The key to perfect form.



### 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.



### The Newton Advantage

#### Step 2: Compare

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



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#### 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.

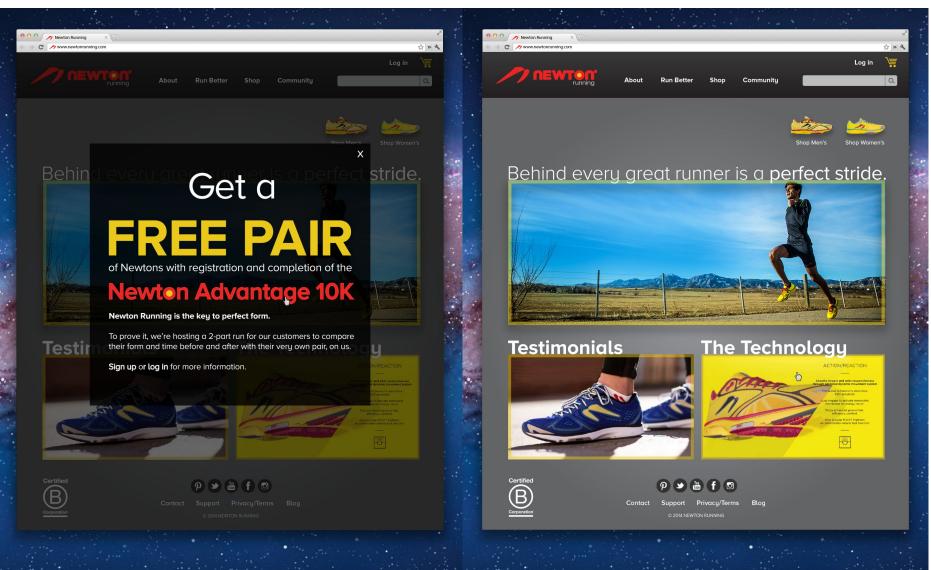
### The Newton Advantage

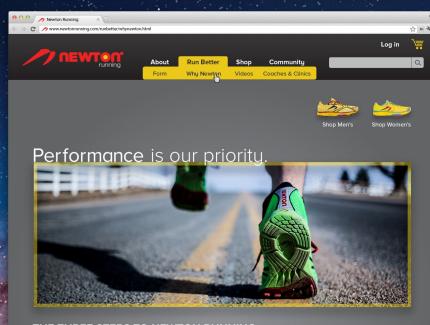
#### **Step 4: Connect**

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

#### Sign up

Finish





#### THE THREE STEPS TO NEWTON RUNNING:

Posture

Find your proper posture by standing straight and tall, relaxing your shoulders, and looking to the horizon.

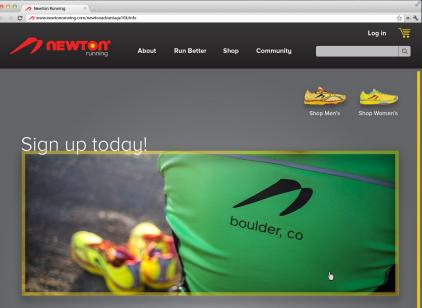
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#### Position 3. Level your hips and slightly flex your knees and ankles. Relax your arms and bend them 45 to 90 degrees at the elsow.

greek room in picket, winn gour reek cantang slax as close to your body as possible. 45 Notice how you land relaxed and w. 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.

Cadence

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### **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

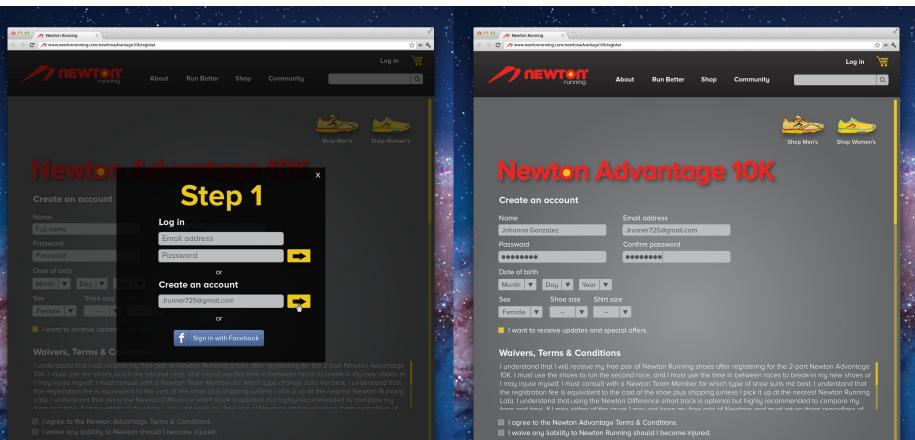
#### Where:

**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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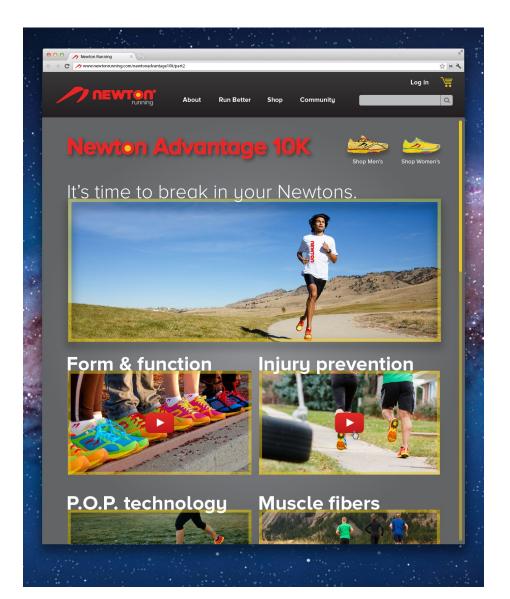
Full name

Step 2

Choose uour shoes

Step 2

Full name



# **STORE PROMOTION**



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