



# Live Barefoot Uncommon Sense

Leading the barefoot revolution, VIVOBAREFOOT, the original barefoot shoe, was first introduced in 2003. With innovation at the core of our brand, we've expanded to offer the largest range of barefoot shoes on the market; from performance to work to kid's shoes, and continue to grow season over season. We believe that nature equipped you with everything you need to move naturally, however, protection is needed from the harsh climates and terrains of today's world. Therefore, the perfect shoe allows the foot to behave as if bare, while providing maximum protection from the environment.

All VIVOBAREFOOT shoes feature a patented, puncture-resistant sole for protection while being ultra-thin (starting at only 3mm) to maximum proprioception, also known as sensory feedback. Not all environments, however, present the same challenges; which is why we have created different soles for all your desired activities. We invite you to live barefoot: tackle aggressive trails, enjoy scenic beachside paths, kick back in casual shoes, suit up for an important meeting, and do everything in between in your VIVOBAREFOOT shoes.

Our mission is to help people stay true to themselves, connect with the environment and with others. We believe that one of the most natural forms of movement we can do as humans is running, but 80% of runners are injured every year.

Recent Harvard research\* shows that you're 2x more likely to be injured when heel-strike (possible through cushioned trainers), than when you forefoot strike (a characteristic of a skilled, barefoot runner). A paradigm shift is upon the world and we want to help people transition from unnatural, unskilful 'jogging' to natural, skilful and injury-free barefoot running.

At VIVOBAREFOOT we believe that running is a skill and the foundation of this skill is proprioception. VIVOBAREFOOT has the most proprioceptive soles in the world. It is not, however, only about the shoes; technique is everything. We continue to work closely with biomechanics expert and leading barefoot running coach, Lee Saxby, to implement the VIVOBAREFOOT Training Clinic and Coaching Program. Both are grounded in our educational platform that aims to teach people the art of natural, injury-free barefoot movement either as a client or a coach.

VIVOBAREFOOT is committed to helping you transition to injury-free, skilful movement step by step, literally.

## Welcome to the barefoot revolution!

Lieberman et al. "Foot Strike and Injury Rates in Endurance Runners: a retrospective study." Med Sci Sports Exerc. 2012 Jan 3. [Epub ahead of print]



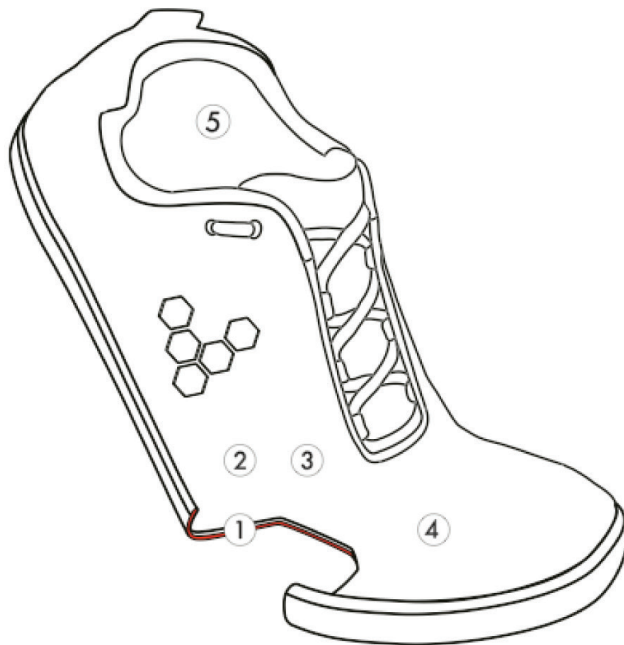








# The VIVOBAREFOOT patented, ultra-thin, puncture resistant sole



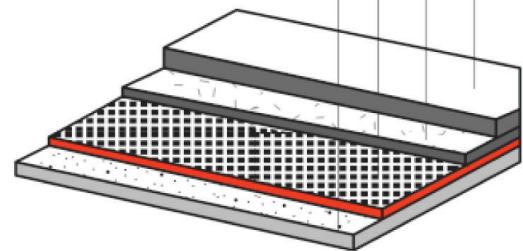
## Patented, ultra-thin sole

Removable insole

Antibacterial lining

Puncture-resistant layer

Abrasion-resistant sole



## Features

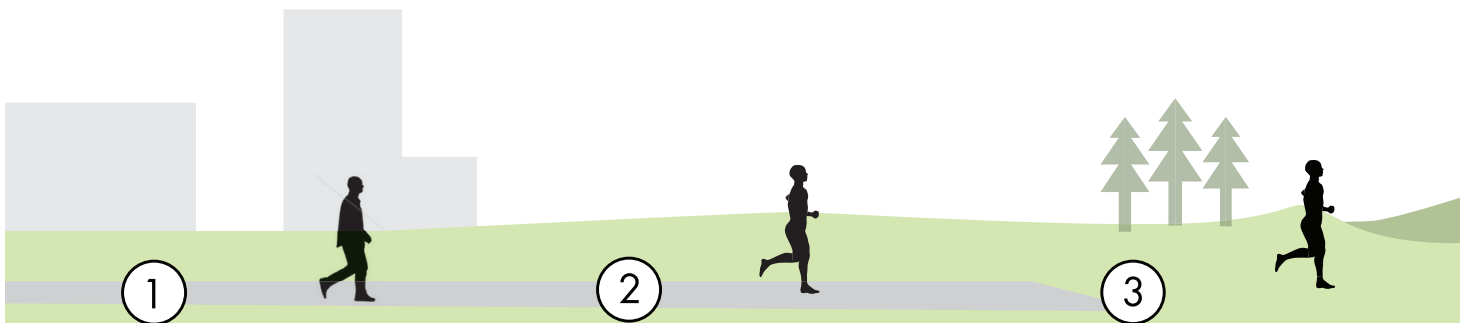
- 1 Ultra-thin, puncture-resistant sole**  
Offering maximum proprioception with protection.
- 2 Natural foot-flex**  
Flexible shoes allow for greater range of natural movement.
- 3 Neutral last**  
Zero-drop heel to toe profile supports natural gait.
- 4 Anatomic toe box**  
Shoe is shaped to allow the foot to behave as it would if bare - to expand and contract with every step.
- 5 Removable insole**  
To keep your feet warm on a cold day and to ease you into barefoot movement. Remove it as soon as you can to enjoy greater proprioceptive feedback.





# A Sole for Every Terrain

The original barefoot shoe with patented, ultra-thin, puncture-resistant protection



## Lifestyle from 3mm Sole

Ranging from 3mm to 5mm the VIVOBAREFOOT lifestyle soles are patented, puncture resistant and ultra-thin allowing more sensory feedback with protection. Live barefoot all-day, everyday.



## On Road 3mm Sole

This 3mm most proprioceptive sole is a long lasting favourite for the treadmill, road running and every day gym workouts.

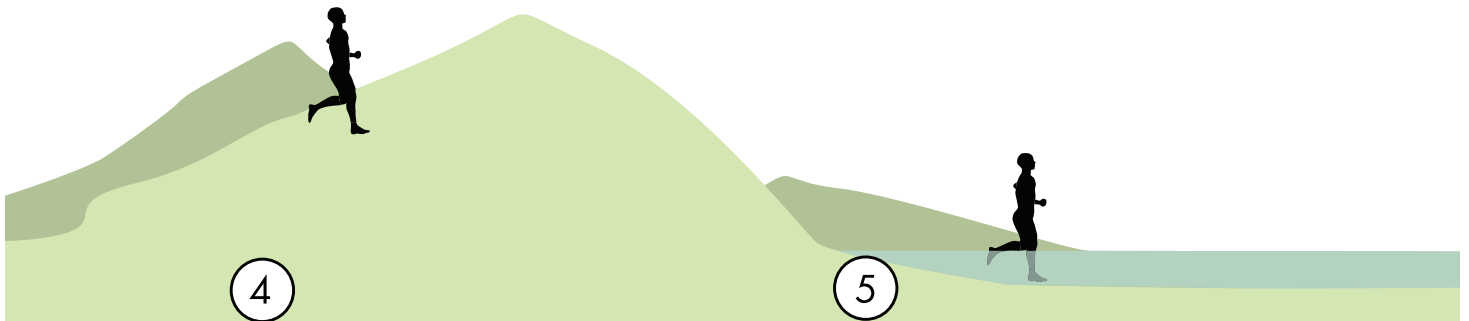


## Multi-Terrain 5mm Sole

The 5mm sole designed with hex-flex directional grip control gives you just enough control for unexpected paths.







**Off Road  
2.5mm Sole 4.5mm Lug**

The 2.5mm sole allows the foot to stay connected to the trail, while the 4.5mm multidirectional lugs ensure you keep your grip.



**Amphibious  
from 3mm Sole**

Starting at 3mm, the amphibious soles are designed for beachside runs, water and boating sports and urban explorations.



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# Proprioception

## Making Sense Of Barefoot Running

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by Lee Saxby

### Movement is a Skill

Movement is a skill and the foundation of skilled movement is proprioceptive feedback. Information from your skin, muscles and joints (mainly in your feet) is fed back to the brain, allowing your body to adapt to the biomechanical loads and environmental cues experienced while moving.

### We have forgotten how to run

Our evolutionary success as humans is directly related to our ability to run. But that natural talent isn't foolproof; 50 years of padded running shoes and poor posture mean about 80% of runners suffer from injury every year.

### The human foot is an evolutionary masterpiece

With its complex system of springs, levers and nerve endings, the foot is one of the body's major sensory organs. Humans are naturally good at walking, running and sprinting. Jogging, or slow, sticky heel-striking in padded shoes is not a natural movement and is responsible for countless runners' injuries.

### Footwear that makes sense

To run barefoot is your default setting, but to do this in today's world you need a shoe that gives a balanced, unrestricted and protected experience, while also allowing maximum sensory feedback between your feet and your brain - from sole to soul.

### Reawaken your innate barefoot running skill

You have the hardware, but you've forgotten the software. Re-building your barefoot running technique will take time, particularly if you've been wearing padded footwear all your life. But it's an exciting, joyful and probably life-changing journey. We'd like to help take you through it, step-by-step. Literally.

Read or download the full eBook at  
**[trainingclinic.vivobarefoot.com](http://trainingclinic.vivobarefoot.com)**.





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# Running is a Skill. Technique is Everything

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VIVOBAREFOOT is proud to be at the forefront of the barefoot revolution; the shift from unnatural, unskilful 'jogging' to natural, skilful and injury-free barefoot running. The VIVOBAREFOOT Training Clinic is the ultimate resource in barefoot movement education and is grounded in the principle of proprioception. Introduced in 2011, the VIVOBAREFOOT Training Clinic is designed and directed by leading biomechanics expert Lee Saxby.

The eBook, mobile app and training videos are a great place to start learning about natural, skilful and injury free barefoot movement. The next step is to meet with one of our certified coaches to get an assessment of your running technique, answer personal questions for your transition, injury or performance, and help you become skilled in barefoot movement in a short period of time.

The final stage of our education platform is to become a VIVOBAREFOOT Certified Coach and help spread the barefoot movement by teaching others the benefits of injury-free running. The VIVOBAREFOOT Coaching Program has an intense syllabus covering the science and coaching of the physical and mental components of running and allows certified coaches to effectively diagnose and correct running technique.

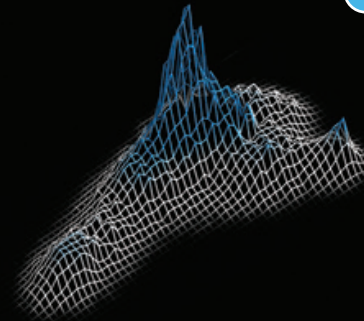
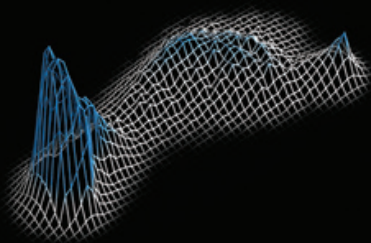
Learn more about barefoot movement and the VIVOBAREFOOT Training Clinic by visiting [trainingclinic.vivobarefoot.com](http://trainingclinic.vivobarefoot.com)





# Technique is Everything

## Transition to Skilful, Injury-Free Running



### Unskilled Jogger

#### High Injury Rate

**1. Posture**  
Bent at the hip with upper  
body leaning forward

**2. Rhythm**  
Long, slow, sticky strides

**3. Relaxation**  
Tense upper body

**4. Footstrike**  
Heel striking

### Unskilled Barefoot Runner

#### High Injury Rate

**1. Posture**  
Bent at the hip with upper  
body leaning forward

**2. Rhythm**  
Long, slow, sticky strides

**3. Relaxation**  
Tense upper body

**4. Footstrike**  
Mid or forefoot strike  
ahead of the hips







## Skilled Barefoot Runner Injury Free

### 1. Posture

Upright with torso leading the way and head looking towards the horizon

### 2. Rhythm

Short strides with quick cadence (180 bpm) and elbows matching stride rate

### 3. Relaxation

Upper body, shoulders, wrists, hands, feet and ankles all relaxed

### 4. Footstrike

Mid or forefoot strike, directly underneath the hips, in line with the center of gravity





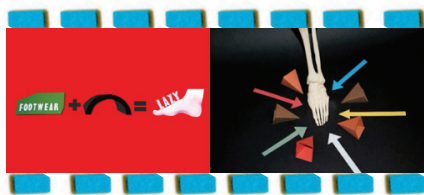
VIVOBAREFOOT kids shoes are based on the simple principle that being barefoot is best for growing feet. The shoe itself is made with a puncture-resistant sole and an anatomic shape, which allows the foot to flex as nature intended, whilst providing protection for all types of adventure.

**Tracy Byrne, a leading podiatrist and mother of two, says:**

"The human body knows just what to do without 'help' or interference, therefore feet need nothing more than the ground in order to develop as nature intended."

**Mark Cucuzzella, a leading American doctor and father of two, says:**

"A foot builds its own intrinsic support by communication with the ground. Changing anything from the natural in a developing child is never a good idea."



**Take a look at our kids  
video for more information:**  
[vimeo.com/19474639](https://vimeo.com/19474639)

An independent study, published in *Footwear Science Magazine* in 2009, observed children aged between 7-11 who wore only VIVOBAREFOOT shoes or went barefoot for 2 months. They found an improvement in foot muscle function, strength, and proprioception... in some cases up to 36%. These results revealed the benefits of children being barefoot over conventional supported shoes.

\*Annette Thompson, et al. (2009) "Barefoot Technology In School Shoes: Gait Pattern And Functional Improvement Over An 8-Week Period", *Footwear Science*, Volume 1, Issue S1, pages 55-57







# Barefoot is best for growing feet

## Myth

**Shoes should give ankle and heel support.**

## Truth



**Ankle support is like a restrictive corset. Freedom of movement is important for developing and exercising dozens of muscle-tendon units in the foot and ankle.**

**Shoes should give arch support.**

**Footwear with excessive arch support makes the foot lazy. The feet (including the arches) strengthen naturally when the whole foot is exercised.**



**Shoes should have a 'snug fit'.**

**A snug fit restricts the elastic movement and natural spread of the foot.**



**Shoes need padding under the heel.**



**Heel striking (running while landing on the heel first) is unnatural and only possible in padded shoes, sending injurious shocks through the system.**





# Sign Up

**vivobarefoot.com/newsletter**

Sign up to our mailer and you'll be first on the list to hear about exclusive offers and competitions, new season launches, exciting global events plus all the goings-on at VIVOBAREFOOT HQ. (If you don't sign up, you'll never know what you're missing.)

# Contact Us

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# Find Us

Visit [vivobarefoot.com](http://vivobarefoot.com) to find the most updated stockist and a store near you.

# Stores

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# **VIVOBAREFOOT**

## **Autumn/Winter 2012**







# Off Road

**Take on the toughest terrains.  
The 2.5mm sole allows the foot  
to stay connected to the trail,  
while the 4.5mm multidirectional  
lugs ensure you keep your grip.**







## Off Road Hi



Unisex



- o Sole Thickness: 2.5mm sole with 4.5mm lugs
- o Weight Men's: 414g/14.6oz Ladies': 287g/10.1oz

## Off Road Mid



Unisex



- o Sole Thickness: 2.5mm sole with 4.5mm lugs
- o Weight Men's: 305g/10.8oz Ladies': 273g/9.6oz

## Synth Hiker



Ladies'

Men's



- o Sole: 2.5mm sole with 4.5mm lugs
- o Weight: Men's: 358g/12.6oz Ladies': 272g/9.6oz

Colours and styles may vary by region





## Neo Trail



- o Sole: 2.5mm with 4.5mm lugs
- o Weight: Men's: 260g/9.2oz Ladies': 211g/7.4oz

Ladies'

Men's



## Breatho Trail



- o Sole: 2.5mm with 4.5mm lugs
- o Weight: Men's: 264g/9.3oz Ladies': 211g/7.4oz

Ladies'

Men's



## Hybrid



- o Sole: 2.5mm with 4.5mm lugs
- o Weight: Men's: 282g/10.0oz Ladies: 230g/8.1oz

Ladies'

Men's



Colours and styles may vary by region







## Breatho Trail







# Multi Terrain

The 5mm sole designed with hex-flex directional grip control is optimal for cross training, zigzagging through the park, running light trails and great city walks.





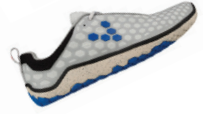
## Evo III



- o Sole: 5mm
- o Weight: Men's: 217g/7.7oz Ladies': 168g/5.9oz

Ladies'

Men's



## Evo II



- o Sole: 5mm
- o Weight: Men's: 237g/8.4oz Ladies': 184g/6.5oz

Ladies'

Men's



## Neo



- o Sole: 5mm
- o Weight: Men's: 219g/7.7oz Ladies': 161g/5.7oz

Ladies'

Men's



## Legacy



- o Sole: 5mm
- o Weight: Men's: 236g/8.3oz Ladies': 184g/6.5oz

Unisex



Colours and styles may vary by region







# On Road

**A long lasting favourite for the treadmill, road running and every day gym workouts. The 3mm sole allows the foot to mimic natural movement, receive maximum proprioceptive feedback and provides protection.**





## Aqua Lite



- o Sole: 3mm
- o Weight: Men's: 199g/7.0oz

### Men's



## Lucy Lite



- o Sole: 3mm
- o Weight: 155g/5.5oz

### Ladies'



## Breezy Lite



- o Sole: 3mm
- o Weight: Men's: 177g/6.2oz Ladies': 140g/4.9oz

### Men's



Colours and styles may vary by region







# Amphibious

Starting at 3mm, the amphibious soles are designed for beachside runs, water and boating sports and urban explorations.







## Achilles



- o Sole: 3mm
- o Weight: Men's: 157g/5.5oz Ladies': 118g/4.2oz
- 1. Removable Strap

Ladies'

Men's



## Ultra Pure



- o Sole: starting at 7mm the sole will compress to 3mm
- o Weight: Men's: 103g/3.6oz Ladies': 78g/2.8oz

Ladies'

Men's



## Ultra



- o Sole: starting at 7mm the sole will compress to 3mm
- o Weight: Men's: 157g/5.5oz Ladies': 122g/4.3oz
- 1. Removable Sock
- 2. Removable Tongue

Ladies'

Men's



Colours and styles may vary by region







# Men's Lifestyle

## Original

The 3mm sole is the thinnest and most flexible, offering the most proprioception and abrasion resistance with protection.

## Street

A 3mm vulcanised sole is baked for comfort with added durability and flexibility. A great barefoot option for the office or a casual excursions with friends.

## Combo

A recycled rubber sole made with rice husks is slightly thicker, at 5mm and is designed for extra grip while still allowing maximum proprioceptive feedback with protection.







## Ra



- o Sole: 3mm
- o Weight: 205g/7.2oz (leather)



## Gobi



- o Sole: 3mm
- o Weight: 245g/8.6 oz (leather) 232g/8.2 oz (suede)



## Dharma



- o Sole: 3mm
- o Weight: 220g/7.8oz



Colours and styles may vary by region







## Oak



- o Sole 3mm
- o Weight: 236g/8.3oz (leather) 220g/7.8oz (suede)



## Dylan



- o Sole: 3mm
- o Weight: 191g/6.8oz



Colours and styles may vary by region









# Ladies' Lifestyle

## Original

The 3mm sole is the thinnest and most flexible, offering the most proprioception and abrasion resistance with protection.

## Street

A 3mm vulcanised sole is baked for comfort with added durability and flexibility. A great barefoot option for the office or a casual excursions with friends.

## Combo

A recycled rubber sole made with rice husks is slightly thicker, at 5mm and is designed for extra grip while still allowing maximum proprioceptive feedback with protection.







## Kali



- o Sole: 3mm
- o Weight: 142g/5.0oz



## Mary Jane



- o Sole: 5mm
- o Weight: 162g/5.7oz



## Jazz



- o Sole: 3mm
- o Weight: 200g/7.1oz



Colours and styles may vary by region







## Vienna



- o Sole: 4.5mm
- o Weight: 363g/12.8oz



## Becks



- o Sole: 5mm
- o Weight: 258g/9.1oz



## Boxing Boot



- o Sole: 5mm
- o Weight: 244g/8.6oz (leather) 285g/10.1oz (suede)



Colours and styles may vary by region





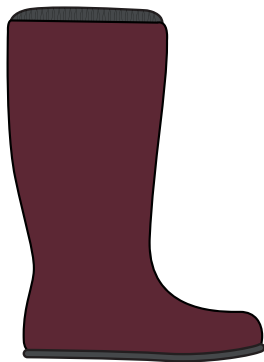
## Sheep Mid



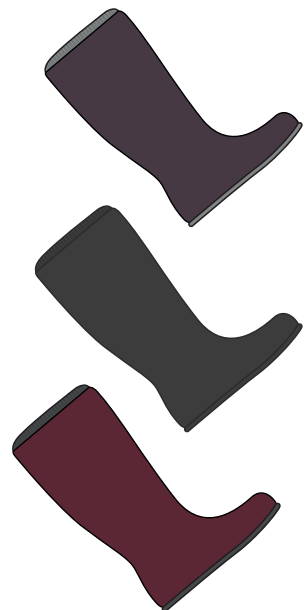
- o Sole: 4.5mm
- o Weight: 164g/5.8oz



## Waterloo



- o Sole: 5mm
- o Weight: 350g/12.3oz



Colours and styles may vary by region







 **VIVOBAREFOOT™** kids

The VIVOBAREFOOT patented puncture resistant, ultra-thin sole allows more sensory feedback - with protection. Allowing your kids all-day barefoot freedom.







## Becks



- o Sole: 3.5mm (Kids) 3mm (Junior)
- o Weight: 171g/6.0oz (Kids) 300g/10.6oz (Junior)



## Pally



- o Sole: 3.5mm
- o Weight: 120g/4.2oz



## Rooty



- o Sole: 3.5mm
- o Weight: 143g/5.0oz



Colours and styles may vary by region







## Gobi



- o Sole: 3.5mm (Kids) 3mm (Junior)
- o Weight: 137g/4.8oz (Kids) 127g/4.5oz (Junior)



## Neo Velcro



- o Sole: 4.5mm
- o Weight: 150g/5.3oz



## Off Road Velcro



- o Sole: 3.5mm
- o Weight: 174g/6.1oz



Colours and styles may vary by region





## Chelsea Boot



- o Sole: 3.5mm (Kids) 3mm (Junior)
- o Weight: 150g/5.3oz (Kids) 300g/10.6oz (Junior)



## Ultra Kids



- o Sole: 6mm
- o Weight: 50g/1.8oz



## Waterloo



- o Sole: 5mm
- o Weight: 280g/9.9oz (Kids) 350g/12.3oz (Junior)

Colours and styles may vary by region





