



**WHAT'S
REMOVED
FROM
A SHOE**



NB MINIMUS



**IS JUST AS
IMPORTANT
AS WHAT'S
INCLUDED.**

✓ TRAIL



MT10GY
GREY | YELLOW



MT10OB
ORANGE | BLACK



WT10BL
BLACK | BLUE

✓ ROAD



MR10BR
BLACK | RED



MR10BG
BLUE | GREEN



WR10OG
WHITE | ORANGE

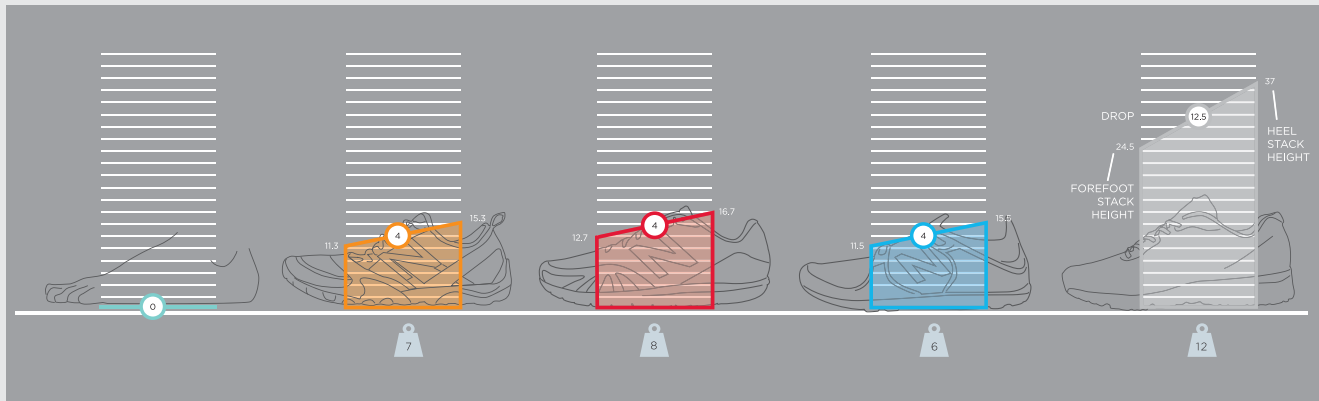
✓ LIFE



WW10MM
GREY | RED



MW10MM
BLACK | GREEN



■ TRAIL ■ ROAD ■ LIFE
■ BAREFOOT ■ TRADITIONAL SHOE

 WEIGHT / OZ*
 = 2mm

*Actual weights and measurements based on Men's size 9,5

• STACK

Total distance from foot to ground, outsole + midsole + insert.

• DROP

Difference in height from heel to forefoot.

• WEIGHT

Measured in ounces.

✓ THE MINIMUS DIFFERENCE

NB MINIMUS products deliver the ultimate minimal running experience via the following key features:

- Ultra-flexible and minimal sole units that deliver increased ground feel and control. Less cushioning in the shoe discourages heel strike.
- Natural foot positioning via a more neutral foot bed (4mm drop from heel to forefoot).
- A wider last that allows your foot to expand naturally on impact.
- A lightweight ride at 8 ounces or less.
- Barefoot-friendly interiors, including foot beds treated with Aegis anti-microbial treatment.

For more information, see a Store Associate or visit newbalance.com/nbminimus.

✓ TRANSITION SLOWLY

We consulted with the Division of Sports Medicine at Children's Hospital Boston regarding the transition into minimalist running. A suggested approach includes:

- For the first week, run no more than 20% of your normal distance in NB Minimus and less than 3 miles at a time.
- Increase your mileage in NB Minimus no more than 10% each week.
- Stretch and strengthen your feet and calf muscles since you will be using new muscle groups.
- Run at a slower pace than you normally would in NB Minimus while your muscles adapt and strengthen. And listen to your body — if you think you are going too fast or pushing too hard, you probably are!
- Form is important when using minimal running shoes. New Balance has partnered with Good Form Running which outlines 4 steps to a more efficient stride. Visit newbalance.com/goodformrunning for more information.