

MBT Technology

Look Younger, Feel Younger and Be Younger “Its Not Just A Shoe – It’s the Smallest Gym In The World!”

Inspired by the Masai Tribe, MBT (Masai Barefoot Technology) is a range of shoes which re-establishes the natural conditions of standing and walking.

MBT shoes actually imitate uneven terrain and turn the hard even surface that we walk on every day into soft uneven surfaces.

This causes our muscles to work harder and become the natural shock absorbers they were designed to be, thus protecting our joints. Instead of a traditional heel, a rolling sole forces us to balance and straighten up. With a more upright gait we not only look better but we are healthier and automatically stronger.

How does MBT work?

MBT® is a unique “shoe” that offers high potential for sport & fitness, health & beauty and therapeutic applications.

Unlike conventional shoes, MBTs work by training the whole body to move correctly. The effect of the unique patented curved multi-layered sole is to recreate natural, uneven, walking surfaces and force the body to work as nature intended, using all the major and stabilising muscle groups.

Through the biomechanical function of the MBT the muscles, joints and spine begin to function in an anatomically ‘correct’ fashion. As a result, both joint wear and pain are reduced.

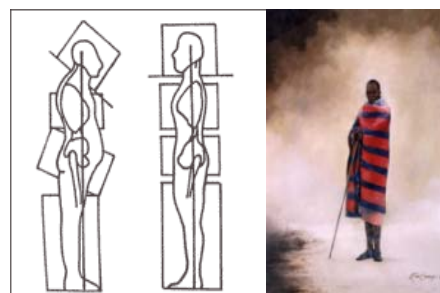
MBT lengthens and strengthens your whole body whilst standing, walking or during gentle running.

Moving with an improved active and upright manner not only looks better, but it also makes us healthier and stronger. Our back and joints are strengthened, circulation is increased, and breathing is more efficient, consequently allowing more oxygen into the body. Thus the effect of walking with MBT is both a training session and a massage.

This radical design has some remarkable effects. It improves posture, in fact MBT is recommended by orthopaedic and physiotherapy specialists. It tones legs, stomach and buttocks muscles, strengthens the back and since your muscles will always be working, MBT’s significantly reduce cellulite. In fact every time you wear them, you will feel the positive effects.

What are the benefits?

- Strengthens & tones muscles in the feet, legs, buttocks, stomach and back
- Increases muscle activity & circulation
- Relieves muscular tension, back and joint problems
- Leads to a relaxed upright posture and walk



Health & Beauty

MBT does what no other shoe can do by using gravity to help us stay young. MBT re-establishes the natural conditions for standing and walking. Wearing MBT makes you look and feel better. It offers:

- Walking not only tones legs, but also the stomach and buttocks
- Relaxed, upright posture
- They improve circulation, and consequently many customers have reported an obvious reduction in cellulite and varicose veins
- Gentle, active rolling instead of repeated shocks and compressions
- Well-being / prevention



Wearing MBT makes you look and feel better. MBT introduces health and fitness in to your daily routine without the loss of time.

“These shoes can work like a personal mini-gym ...my body shape has gradually changed my upper thighs are slimmer.” The Times Magazine



“MBT doesn’t simply guide and cushion your feet, it changes the load on your spine and encourages the postural muscles to be more reactive and supportive. They really do work.” Time Out



“They were amazing as soon as you put the shoes on, they make you stand properly. And so my walking changed in that my pelvic floor muscles felt like they were engaging which makes you feel stronger and relieves back ache.” Frontline Magazine

“After 3 days wearing MBT I woke up in the morning without pain in my lower back, for the first time in the last 15 years.”



“I think MBT sandals are wonderful (I have severe pronation problems and have worn orthotics in shoes for 20 years. But MBT sandals are actively re-educating my feet. I am recommending them to my friends.”

“I’ve noticed a huge difference in my posture, but the best thing has been an improvement in my lower back pain. I’ve woken up ache free for the first time in two years.” Daily Mirror



“Sometimes I am tense from the tips of my toes up to the neck. Massage doesn’t help much. However, when I wear MBT the tension always immediately disappears. Why that is, I don’t know exactly, but the point is, it works.”

“MBT changed my life and helped me to lose weight.”



And thousands of enthusiastic customers recommend wearing MBT for health fitness and beauty.

Sport & Fitness

MBT makes training more effective, challenging and gentle to the joints and spine. Top teams, world champions and Olympic medallists use MBT for training and testify to the positive impact on their training and performance. Training with MBT improves:

- Improved performance by improved coordination, power and flexibility
- Improved core stability
- Better running style
- Enhanced Warm up
- Endurance training
- Helps to prevent injuries



"The mBT is recommended by health professionals and professional athletes. More effective training with more fun.."

Runners World US



"These shoes can work like a personal mini-gym... my body shape has gradually changed my upper thighs are now slimmer."

The Times Magazine

"mBT doesn't simply guide and cushion your feet, it changes the load on your spine and encourages the postural muscles to be more reactive and supportive. They really do work."

Time Out



"Running in these shoes is like running in soft sand, which is great for body tone"

The Times Magazine

"As a high level tennis player myself I normally find my feet ankles and calves ache like hell the following morning after a 2 hour session. Since wearing the MBT I find this has dramatically diminished"

Daily Mirror



"The MBT footwear represents revolutionary sport and medical training equipment, which provides the reciprocal actions of training and massage while you walk, as well as providing a good cardio workout superior to normal walking."

Profession Fitness

"These will tone calf muscles and improve posture" - Four stars

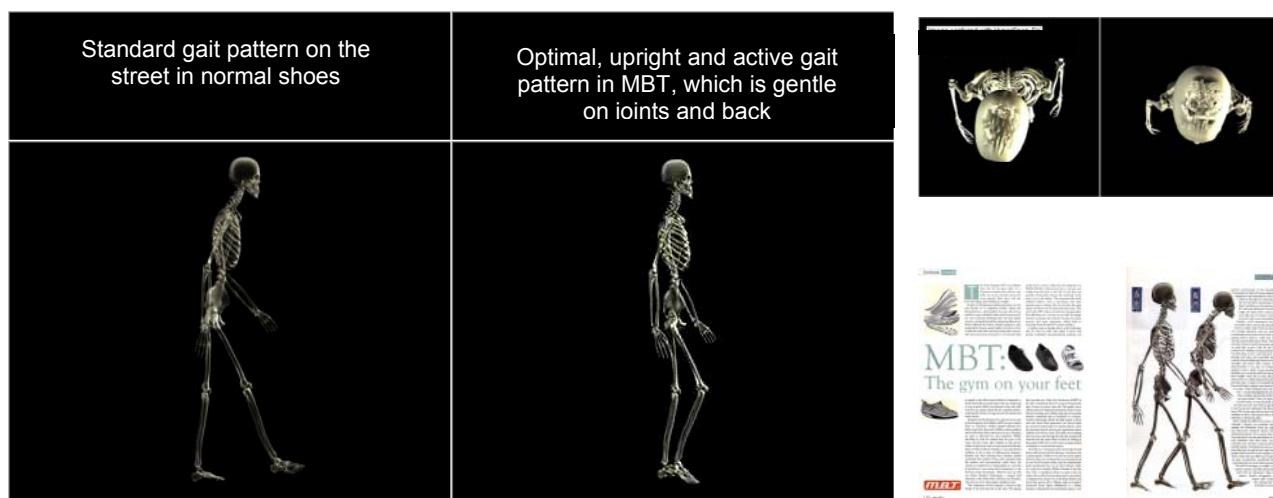
Now Magazine



Chief Dr. Artur Trost surgeon at UKH Salzburg and Team Dr. of the Austrian Ski National Team

"Through MBT we are able to transfer balance and coordination training in a dynamic way and through integrating additional therapy and training in daily routine we are able increase repetition. That results in higher muscular stability, improved balance and the relief of the strain of the passive apparatus of movement. The best is that these effects are quickly and clearly measurable."

Medical & Therapy



Doctors, physiotherapists, osteopaths and chiropractors recommend MBT for treatment, rehabilitation and prevention. Through the biomechanical function of MBT, the muscles, joints, and spine begin to function in an anatomically correct manner. Joint wear is consequently reduced and with it any pain experienced. With every step taken, MBT is therefore therapeutic and simultaneously preventative.

MBT is for treatment, rehabilitation and prevention of:

- Treatment of back, hip, leg and feet problems and pain
- Natural, corrected posture and gait
- Treatment of joint, muscle, ligament and tendon injuries
- Aiding the body back into its natural state of health and encouraging its natural healing abilities



Dr. Roger Berbig, Consultant at Sport Clinic, Zürich:

"In the sports clinic in Zürich, we regularly and specifically apply MBT with our patients. The effects are impressive. The main application area is with strain damage of the lower limbs. We are convinced that the MBT can also be applied as a prophylaxis, because through wearing MBT, many problems of the musculo-skeletal system are avoided. Personally, I am a great fan of MBT. My work in the operating theatre and in case conferences is unimaginable without MBT."

Studies

- MBT has been classified as a class 1 medical device in the EC
- Health insurance companies in Switzerland and UK refund a major part of the cost of MBT
- The Human Performance Laboratory Institute of the University of Calgary as partner for scientific research
- Sheffield Hallam University, The Centre for Sport and Exercise Science
- MBT won the first prize as the most interesting therapeutic product on the annual congress of the Chartered Society of Physiotherapy / CSP 2003 in Birmingham
- Comparative study, Rennbahnklinik in Basel
- The influence of MBT to the muscular activity and the distribution of pressure on the footsole of health- and typ1 diabetes mellitus patients, Dipl. Physiotherapist, Osteopath Marcel Mätzler
- Gait analysis, Prof. Dr. Baumann
- Dissertation on gait analysis, Jürgen Bär
- School project, 300 children with mBT and the effects
- Dissertation on Masai Barefoot Technology, Institute for Kinetotherapy and Pedagogics
- Analyses of running style, D. Radovanovic

Specialists recommend MBT as a valuable tool to combat muscular and skeletal problems (back pain, joint problems, osteoporosis, inflammatory diseases) major afflictions of an industrialized society. For further details please contact us on 020 7684 4633 or visit our web site www.mbt-uk.com.