



press kit
2012

about

Ladies, we can all agree slouching boots is a fashion faux pas! Slouch ruins that new sexy little outfit you were dying to wear for a night on the town.

A boot's shaft naturally slouches and loses its shape through normal wear. Elevates prevents unwanted slouch and works with boots made from leather, faux leather, suede, and many other materials.

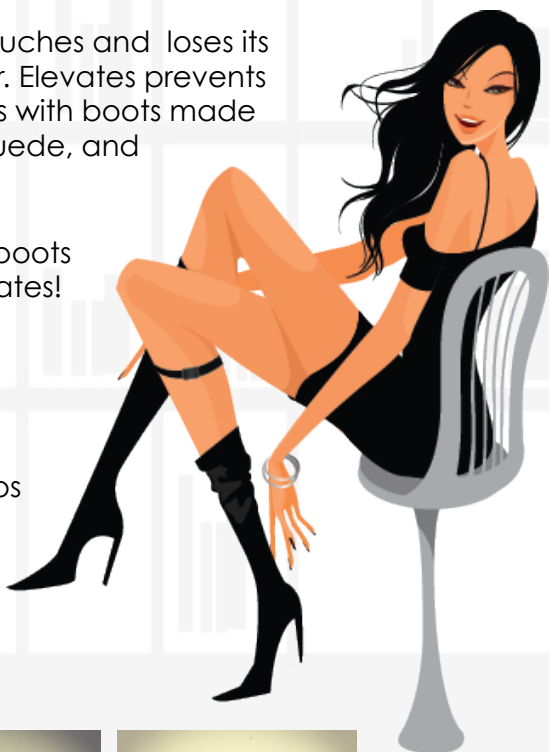
So say bye, bye to slouchy boots and start strutting with Elevates!

product kit

2 adjustable leg straps

4 magnets

4 adhesives



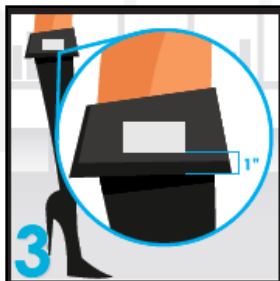
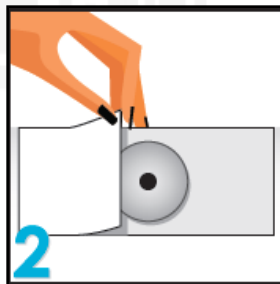
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how to strut with confidence

It is always thrilling to purchase a new pair of boots but, “what goes up, must come down.”

Elevates can help prevent your unwanted slouchy boot. The adjustable straps include metal pieces that can fit any leg size. The magnets are adhered permanently to the inside boot shaft to the placement of your liking. The attraction of the magnet and metal pieces then allows the boot shaft to simply stay in the heightened place and look as if the boot was never slouchy at all!



audience

women ages 18-35

trendy, stylish, fashionable

confident, sociable, strong-minded

budget conscious

purchase

visit iheartelevates.com

retail: \$19.99 plus tax free shipping included

contact information

email: info@iheartelevates.com

website: iheartelevates.com

facebook: [facebook.com/iheartelevates](https://www.facebook.com/iheartelevates)

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