

## **Exer-Fit Flip Flops by Earth Footwear: The Recession Gym Pass!**

*Credit Crunching Weight Loss Flip Flops by Earth Footwear!*

**May 28, 2009** - [PRLog](#) -- Gyms aren't cheap – once you slam the joining fee on the monthly subscription, the annual cost can rise north of £500 a year. Add that to the fact that 20% of those who join in January stop going by June, and you've got yourself a depressing equation.

However, with the beach season fast approaching, no one could be blamed for a last ditch sign up – but before we sign our bank accounts away to the gym, we need to consider 2009's fastest growing weight loss trend - healthy footwear

A lot has been made of the health benefits our footwear can give us and a host of celebrities have been publicised wearing 'healthy shoes'. But that doesn't mean they are out of our reach – in fact, healthy footwear may be just the best recession busting tactic to beat the gym fees and help you lose weight and tone up!

One of the best value options on the market is the Exer-Fit flip-flop by Earth Footwear. Exer-Fit retail at £39.00 and have the signature Negative Heel Technology of Earth Footwear. This technology purposely positions your heel lower than your toes, making you walk on an incline. Pretty much invisible to the on-looker, the incline in Earth's Exer-Fit have been clinically proven to burn 4 times more body fat than standard shoes, increase endurance levels quicker and help to tone the lower extremities.

### Core Facts

Healthy Footwear is one of the biggest growing trends in the footwear and Fitness industry.

Gym memberships are often bad investments, with 20% of member's quitting just 6 months after joining. People who want to get fit are looking for alternative, recession proof methods.

Exer-fit flip flops by Earth Footwear are not only the best value option on the market but include technology that has been clinically proven to burn 4 x more body fat, increase endurance levels and strengthen and tone the legs and buttocks.

What has long created such external interest in Earth is the healthy orientation of its footwear as underscored by the incorporation of proprietary Kalso Negative Heel® Technology™ in each shoe. The technology effectively positions the wearers' toes slightly higher than their heels - at a 3.7° degree incline. In many consumer testimonials, the experience is likened to the dynamic of 'walking on an inclined treadmill'

### Approved Quotes

"Wearing footwear with an inclined sole, such as Earth footwear with Kalso Negative Heel® Technology™, can actually improve one's personal fitness capability." Katie Santiago, leading Biomechanist and founder of the Restorative Exercise Institute™

"We're very excited about the results of [Katie Santiagos] study. It proves what we have long contended and have been told about our footwear – that there's something palpable about the whole-body health and wellness benefits, and the capacity for the wearer to actually burn more calories with every step. When

someone like Katy Santiago, a leading expert in the field of biomechanics, conducts a clinical such challenge and tests the healthy proposition of your product, it's great when the results are measurable, meaningful, and favourable. We're hopeful that the experience within a more scientific context will translate to consumers in an everyday context, and that everyone seeking something more out of their healthy lifestyles and will look to Earth footwear as a stylish, comfortable, and healthy choice that shares these values." Dave Aznavorian, Vice President, Marketing, Earth, Inc.

"Since 2003 we've worked to build LoveThoseShoes.com in to the number one destination for health and wellness footwear in the UK. We stock around 20 different brands of Healthy Shoes that have been carefully selected by our buying team. We make sure we test out every product before we buy it and if we don't feel the benefits; chances are our customers won't, so we don't stock them. As with every growing trend there will always be imitation products, but because LoveThoseShoes.com started out at the beginning, we only stock the best in health and wellness footwear." Glenys Berd, MD, Lovethoseshoes.com

#### Delicious Accounts

I've bookmarked some articles and web pages that will give you more information on the resources used, the topics covered and the products featured in this press release. Please click on the link below to find the research already done for you!

<http://delicious.com/EarthFootwear.co.uk>

This purpose-built delicious page offers hyperlinks and article annotations to relevant historical, trend, market, product and competitive content sources, as well as housing all our latest press releases.

<http://delicious.com/LoveThoseShoes.com>

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Shoes that look good and do you good. The UK's Premier Store for Health and Wellness Footwear.

Our shoes include technology that:

- Burns more calories
- Corrects posture
- Relieves back pain
- Reduces cellulite
- Maximises your exercise
- Feels SO comfortable

Changing to footwear that not only looks good but does you good is one of the most positive and beneficial lifestyle changes you can make

--- End ---

Source	Love Those Shoes
City/Town	Stockport
State/Province	Cheshire
Country	England

Industry [Health](#)  
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