

ALL THE RIGHT RUNNING MOVES

Make a few quick fixes, and see them payoff on the run.....

WHAT YOU NEED TO KNOW...

WHAT GIVES ELITE ATHLETES THE EDGE?

Sweating is a non-negotiable part of any sports, but its EXTREME amongst elite endurance athletes from around the world.

Read on to find out more.....

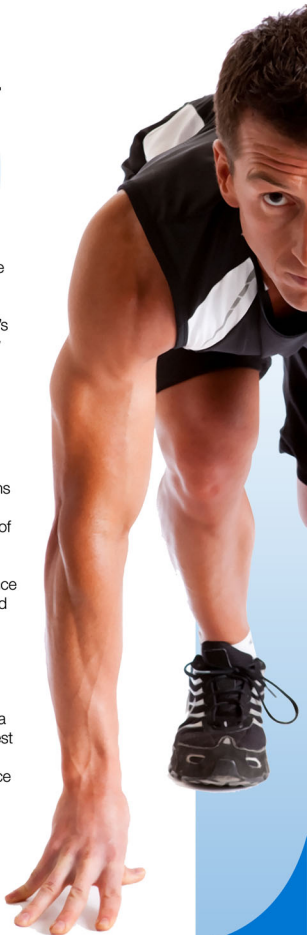
The marathon Des Sables across the Sahara desert is considered the toughest trail race in the world. Running in one of the toughest marathon physical endurance challenges provides athletes with the perfect opportunity to raise the bar. Above all winning something that's one of the best physical endurance challenges in the world and enjoy the experience is just incredible for some athletes physical biomechanical abilities.

RUNNING MARATHONS

To be an elite endurance athlete. Dean Karnazes, a 44 year old marathon runner from the USA state San Francisco, ran 50 marathons in 50 different states in 50 consecutive days. A super-physical challenge, that makes an elite endurance athlete, he is amongst one of the top world ultra marathon runners across the world.

In UK, for fast and the furious runners the ultimate marathon experience is winning the London Marathon - long distance challenge. The record holder Paula Radcliffe has smashed her personal best by winning it three times. Amazingly, she has become the fastest female runner in the world.

Marathon races are extremely testing individuals excels in explosive events. Paul Tergat of Kenya, who completed the Berlin Marathon in a time of 2 hrs, 4 minutes, 55 seconds, has been recorded as the fastest male marathon runner, with an average pace of around 4:46 minutes/mile (12.6 miles per hour/20.3 kilometres per hour). Endurance races for competing athletes from around the world are life-changing experiences.





WHAT ARE THE ATHLETES BODY'S CORE BENEFITS DURING ENDURANCE RUNNING?

Running is primarily cardiovascular sport; running increases and enhances the circulation of oxygen and nutrients in your body, while strengthening your heart and lung functions and your circulation in general.

To enable your feet to Move and Function properly, endurance running is a great form of physical sport everyone. Explosive running uses the full power of the leg muscles. You can expect a full-on physical and mental endurance test - your **STRENGTH, BALANCE, AGILITY & ENDURANCE.**

RUNNING & ATHLETICS

USAIN BOLT. The Olympic Games men's 100m champion and world record-holder. Usain Bolt's win-win triumph success comes from training camp preparation, bouncing back from trackside injuries and keep on improving his personal best performances. Show's there's no substitute for pace.

That he can exceed endurance speeds fluidly in demanding track competitions than other athletes sprinting and distance events abilities.

TRAINING - PREPARE

To be an elite endurance athlete, your body's VO2max form needs to function efficiently. The maximum rate at which your body can transport oxygen to your worked muscles and covert into full energy. Pre-running training will help increase your level of technique - endurance and recovery to improve your mental drive and your commitment to winning. Also, to minimise your risk of physical injury during elite endurance challenges.

Running impacts :

- strengthen your bones and muscles
- tone your body
- improve your posture and balance
- increase your endurance and flexibility
- reduce stress and tension
- boost your self-confidence

WHAT IT TAKES TO BE AN ELITE ENDURANCE ATHLETE?

Enduring marathon challenges require full body control. Your feet are one of the most fundamental elements of your body; core values of form and function driving success of your next move, steady pace or versatility speeds to meet different impact conditions. The average elite athlete runner's foot absorbs ground impact at around 500 times per kilometre, each time absorbing an impact equivalent to 3 times the athlete's own body weight.



WHAT ARE THE FOOT LIGAMENTS AND MUSCLES?

Over a quarter of the bones constructed in our body are found in each foot. The foot contains 26 bones, 19 muscles and 107 ligaments with the emphasis to keeping you balanced and supporting your complete body. There are 250,000 sweat glands in our feet more than anywhere else in our bodily functions. Sweat glands act to keeping the skin moist and supple.

HOW TO TREAT YOUR FEET RIGHT ?

As high intensity running trail events involve high performance followed by a break, it means that you will start sweating heavily, and then be cooled down.

This makes it extremely important that your skin is properly protected. Make sure that the outer layer is smooth, protected, hydrated skin without a greasy after-feel or clogged pores. Your skin deserves specifically formulated moisturising ingredients to help protect your skin against free radical break-out on your skin tissues.

COOLMOVE, the brand new footcare skin protection. It is this new approach to running that we share, we want to communicate and develop to all athlete's in ENDURANCE sports.

Sports enthusiasts who refuse compromise when it comes to capturing sports results, know that every running move (stride length) matters. Get ready to allow your feet to stay cool and comfortable in all conditions.....

Advance feet from on-off sports aggression to more healthy skincare functioning feet. Feet are significant physical base form designed to move you. Remember take care of your feet and expect more sports performance and functionality.