

# FORWARD MOTION SPORTS®

## SHOE REVIEW WINTER 2008-2009

**RUNNING SPECIALTY FOOTWEAR-** FORWARD MOTION SPORTS, Inc. takes considerable pride in selecting the right shoe that will fulfill your athletic demands. We have a comprehensive understanding of the **Running Specialty Industry**. Our employees are trained through a comprehensive system that uses medical podiatric journals, athletic training journals, technical product information, evaluation and wear testing of product, and years of experience. Our goal is to make you feel confident about your personalized fitting...Now let's talk about the right shoes for you!

**PROPER BIOMECHANICS-** Just about everyone goes from heel to toe during either the walking or running stride. This process is called the "**gait cycle**." The **gait cycle** is comprised of two major phases:

**THE STANCE PHASE** (heel contact, mid-stance, and propulsion)

**THE SWING PHASE** (foot lift and recovery while the opposing foot is in the stance phase)

For runners, the **STANCE PHASE** is by far the most important. At this point, the force of up to **3.5 times** your body's weight is absorbed by one leg. After heel contact, you pass through into the mid-stance phase. If your foot strikes on the outside heel and then "**pronates**" toward your body's centerline in a well-aligned fashion through the **STANCE PHASE**, you have a neutral foot strike. If, however, your foot collapses or "**overpronates**" toward your body's centerline excessively during mid-stance, then you are an "**overpronator**" and will need a specific type of running shoe.

"**Overpronators**" are susceptible to over-use injuries such as **plantar fasciitis, shin splints, IT band tightness, and other potential problems**. For this type of foot, PRONATION CONTROL is a critical element for proper fitting and the prevention of these potential problems. If you are unsure about your foot type have any of our **Forward Motion Sports Associates** provide you with a **foot analysis** and some recommendations!

**SHOE REVIEW-** Footwear is the cornerstone of our business. We pay special attention to each one of the shoes we have in stock and how they will interact with your foot. To help guide you through our inventory we have **assigned ratings for cushioning** and PRONATION CONTROL based on a 1-10 scale (1 being the lowest and 10 being the highest to distinguish their different qualities).

**CUSHION SCORE** Rates the softness and overall shock absorbency of the shoe. Neutral shoes are going to have the highest cushion rating of all of the categories.

**PCR-** This is an acronym for **PRONATION CONTROL RATING**. This rating is **crucial** to the proper fit of a running shoe. After **foot analysis**, customers are assigned a **PCR** corresponding to the level of overpronation observed.

**SHOE CATEGORIES-** Based on these ratings, we have assigned the shoes into three main categories. If you have any questions about where your feet fall on the shoe review, again, simply ask any of our trained associates and we'll take you through a complete **foot analysis!**

**NEUTRAL** Neutral shoes are designed for **neutral pronators**. They are built with a high arch and a considerable amount of cushioning to absorb the shock of the STANCE PHASE.

**SUPPORT** support shoes are designed for mild to substantial overpronators. These shoes are designed for runners with a medium to low arch structure. Support shoes will have a **pronation controlling mechanism**, or "**support**" technology to correct **overpronation**.

**MOTION CONTROL-** These are quite simply the **most supportive** type of running shoe. They combine the highest degree of PRONATION CONTROL along with a straighter last for additional stability. Motion Control shoes are designed for people with flatter feet who **severely overpronate**.



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## Shoe Review Winter 2008-2009



NEUTRAL	CUSHION	PCR	WEIGHT*(oz)	RETAIL
ADIDAS ADIZERO BOSTON	7	3	10.6	89.95
ADIDAS ADISTAR RIDE	8	2	11.8	125.95
ASICS CUMULUS 10	7	3	11.0	95.95
ASICS NIMBUS 10	9	2	11.4	119.95
AVIA AVI-BOLT	8	1	8.4	85.95
BROOKS GLYCERIN 7	9	2	11.9	125.95
MIZUNO WAVE RIDER 12	7	2	11.2	99.95
NEW BALANCE 1063	8	3	12.1	119.95
NIKE AIR PEGASUS+ 25	7	3	11.8	85.95
NIKE AIR SKYLON+ 2	8	1	10.1	89.95
NIKE AIR LUNAR TRAINER+	10	2	8.9	99.95
NIKE AIR VOMERO+ 3	10	2	11.2	125.95
SAUCONY PROGRID RIDE 5	7	2	10.7	89.95
SAUCONY PROGRID TRIUMPH 6	9	2	11.5	125.95
SUPPORT	CUSHION	PCR	WEIGHT*(oz)	RETAIL
ADIDAS SUPERNOVA SEQUENCE	7	5	12.1	95.95
ADIDAS ADISTAR SALVATION	8	7	12.4	139.95
ASICS GEL-1140	6	5	12.3	85.95
ASICS GT-2140	7	6	12.2	99.95
ASICS GEL-KAYANO 15	8	6	12.9	139.95
AVIA LITE GUIDE	8	7	12.0	109.95
AVIA AVI LITE II	7	4	9.6	99.95
BROOKS AXIOM 3	7	4	10.8	99.95
BROOKS ADRENALINE GTS 9	7	7	11.5	105.95
BROOKS INFINITI 2	8	6	12.7	119.95
MIZUNO WAVE INSPIRE 5	6	5	11.3	99.95
MIZUNO WAVE ALCHEMY 8	6	7	11.8	99.95
MIZUNO NIRVANA 5	8	7	13.0	139.95
NEW BALANCE 903	6	4	9.9	99.95
NEW BALANCE 769	7	5	11.7	99.95
NEW BALANCE 859	7	7	13.5	99.95
NEW BALANCE 1224	8	6	13.0	139.95
NIKE ZOOM ELITE 4	8	4	11.4	99.95
NIKE STRUCTURE TRIAX+ 12	7	6	12.3	99.95
NIKE AIR EQUALON+ 3	9	5	12.1	135.95
SAUCONY PROGRID GUIDE 2	6	5	12.4	99.95
SAUCONY PROGRID OMNI 7 MODERATE	7	7	12.7	99.95
SAUCONY PROGRID HURRICANE 10	9	7	12.9	129.95
MOTION CONTROL	CUSHION	PCR	WEIGHT*(oz)	RETAIL
ADIDAS BREVARD	5	8	10.7**	89.95
ASICS GEL-FOUNDATION 8	6	8	13.4	89.95
ASICS GEL-EVOLUTION 4	7	8	12.5	109.95
BROOKS ADDICTION 8	6	8	12.7	99.95
BROOKS BEAST/ ARIEL	8	9	14.0	129.95
MIZUNO RENEGADE 4	7	8	13.9	119.95
NEW BALANCE 1011	7	9	13.5	119.95
NEW BALANCE 1123	7	10	14.5	135.95
NIKE ZOOM NUCLEUS MC+	8	8	13.1	115.95
SAUCONY PROGRID OMNI 7 ULTIMATE	7	8	12.7	99.95
SAUCONY PROGRID STABIL CS	7	9	13.8	115.95

\* Weight was determined with a size 9.5 men's model of the shoe.

Each shoe was weighed at FORWARD MOTION SPORTS with the same scale.

\*\*Adidas Brevard is a women's only shoe. Weight was based off of a women's 9.5

Recommended Category/ Shoes:

Fitting Notes:

[www.forwardmotion.com](http://www.forwardmotion.com)

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