

Good morning

"I always loved running...it was something you could do by yourself, and under your own power. You could go in any direction, fast or slow as you wanted, fighting the wind if you felt like it, seeking out new sights just on the strength of your feet and the courage of your lungs."

-Jesse Owens

Campbell Noon

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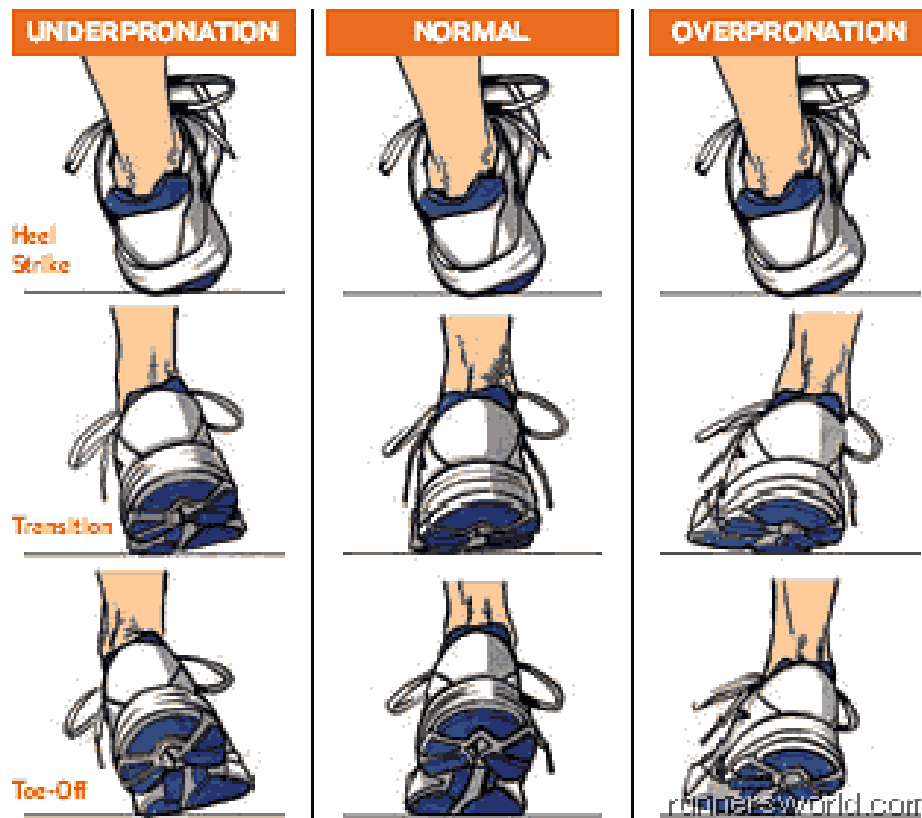


- 1. Selecting the right running shoes**
- 2. Consequences of excessive pronation**
- 3. How the sweatshop can help**



Selection of the correct RUNNING shoe

Feet first!



Foot Type

Alignment

Shoe Type



High Arch



Supination

**Cushioning
Shoe**



Normal Arch



Neutral

**Stability
Shoe**



Flat Foot



Pronation

**Motion
Control
Shoe**

Injury	Biomechanical abnormalities
Sesamoiditis	Pronated foot Abducted gait
Plantar fasciitis	Pronated foot/high arch Abducted gait, Ankle equinus
Achilles tendinopathy	Pronated foot Ankle equinus
Peroneal tendinopathy	Pronated foot at toe -off Excessive supination
Medial shin pain	Pronated foot Ankle equinus Varus alignment Abducted gait
Patellar tendinopathy	Pronated foot Tight quadriceps, hamstrings, calves
Petellofemoral pain	Pronated foot Anterior pelvic tilt Varus alignment Abducted gait
Iliotibial band friction syndrome	Lateral pelvic tilting
Hamstring strain	Anterior pelvic tilt
Metatarsal stress fractures	Pronated and Supinated foot
Navicular stress fractures	Pronated foot Varus alignment Ankle equinus
Fibular stress fractures	Pronated and Supinated foot Varus alignment

How the Sweatshop can help!

- Gait analysis
- Advice on what shoe is best for your requirements
- Clothing and Training advice
- Workshops based on triathlon, marathons or getting fitter & faster - the **transition**
- Nutrition, gadgets, HRM GPS , events, sports bras, socks, wet siutes, 2XU
- 4 week 10% discount and or 15% before Christmas
Starts Wednesday 7th until 29th December inclusive

