

INTRODUCING KIT JOSIE
VIONIC BRAND'S PATENT-PENDING SOLUTION FOR FASHIONEERED
SUPPORT. FEATURING A HI-PERFORMANCE INJECTED INSOLE
BOARD WITH MOLDED BIOMECHANIC CONTOURS.



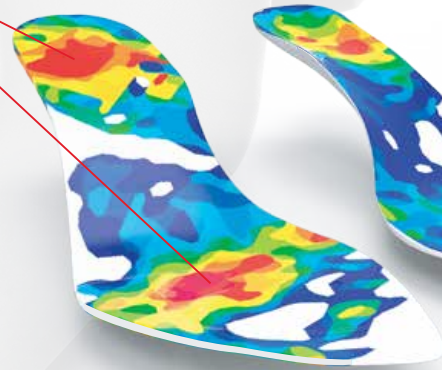
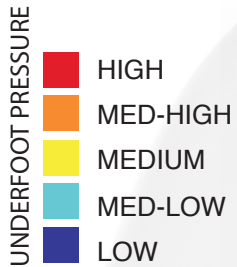
“Fashioneering that hugs your curves”



TM "In an elevated shoe the emphasis is not on reducing pronation. As the heel lifts, the foot supinates as opposed to pronating. The biomechanical function of the foot therefore changes and how we address this is the key to providing "all day" comfort in heels".

Terry Mitchell: Director; Biomechanical Technologies - Vionic.

High Pressure



Competitor Insole Board

Low Pressure

(A) Vionic's contoured injected insole board with biomechanic contour increases surface contact and tilts the foot back, reducing fore foot pressure. The concave heel cup enhances comfort by supporting the heel's natural "fat pad"

Vionic Injected Insole Board

- (B)** The "fashioneered" arch profile increases surface contact area under foot to assist in dispersing pressure "hot spots."
- (C)** The "VIODome" supports the fore foot arch helping to balance loading across the ball of the foot.
- (D)** The flexible fore foot design enhances "heel up" and "toe off" for a smoother transition through gait.
- (E)** VIOFoam ensures all day under foot comfort.

