

burn ^{even} more calories
with every step™

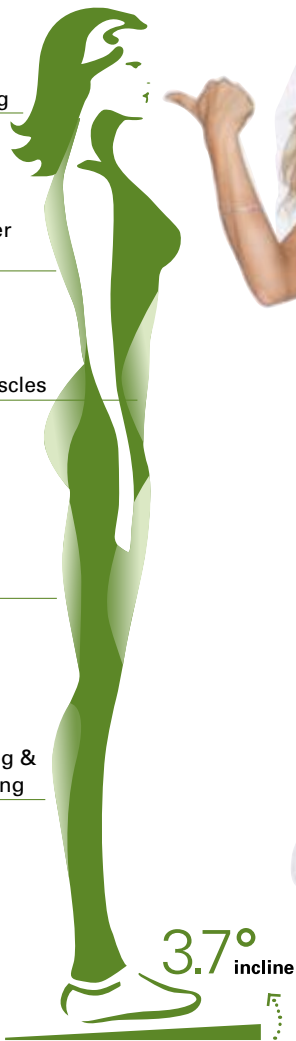
Better
Breathing

Straighter
Posture

Stronger
Core Muscles

Tighter
Thighs

Better Leg &
Calf Toning



the
weekday workout™
with international fitness expert **Tracey Mallett**

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International Fitness Expert, author of "*SEXY IN 6*," and creator and star of over fifteen exercise DVDs, Tracey Mallett has made it her mission to help people incorporate fitness into their everyday life. Her quick, simple, practical and healthy solutions get real results.

Joining the Senior Advisory Staff of Earth footwear, Tracey has created two innovative exercise programs that, when wearing Earth footwear, can be seamlessly worked into your day and can help you burn *even* more calories with every step.

Office Workout 1: For Women – 12-minute routine

Get more out of your lunch break! A perfect set of exercises to do at your desk.

Office Workout 2: For Men – 12-minute routine

Take a break from the daily grind and power through a quick circuit while wearing Earth footwear.

Meet Tracey Mallett Tracey is a certified personal trainer and fitness instructor through the Aerobics and Fitness Association of America (AFAA). She is also a certified sports nutritionist with the National Academy of Sports Nutrition (NASN), Master Pilates Instructor with Body Arts and Science, and a certified gyrotonic instructor. She is the star and producer of over 15 exercise DVDs geared to busy women on-the-go. Tracey owns ATP Specific Training and Physical Therapy in South Pasadena, California, where she lives with her husband and two children.

www.traceymallett.com



Why Earth® Footwear?

"I became attracted to Earth footwear as many of my clients began sharing their challenges about trying to connect their core muscles – mostly due to poor posture from sitting at their desks everyday. My working with them for only two hours a week wasn't really sufficient for what they needed, which was to continually think about drawing in their abdominals, and walking with correct posture.

I've found Earth footwear to be the missing link. It's largely due to the footwear's design that incorporates Kalsø® Negative Heel Technology™. Earth is amazing in how it naturally positions your spine into proper alignment without even thinking about it. Applying the correct neuromuscular adaptations to key muscles groups such as the calves, glutes, abs and upper back throughout the day has created an important transformation for my clients as they work toward building a stronger core and beautiful posture.

I personally recommend Earth footwear for anyone seeking optimal health and wellness. When you're away from the gym, they help create a great 'weekday workout'!"

Tracey Mallett



If you're at work, it's sometimes hard to find time to break away and squeeze in a workout. Tracey has designed a short routine for you to do in your Earth footwear over just a few minutes while you're at your desk. You can perform each exercise once through, then repeat all the exercises again before finishing with the stretches. That's the complete Earth Weekday Workout!

woman in office

Exercise 1: Squat to Calf Raise

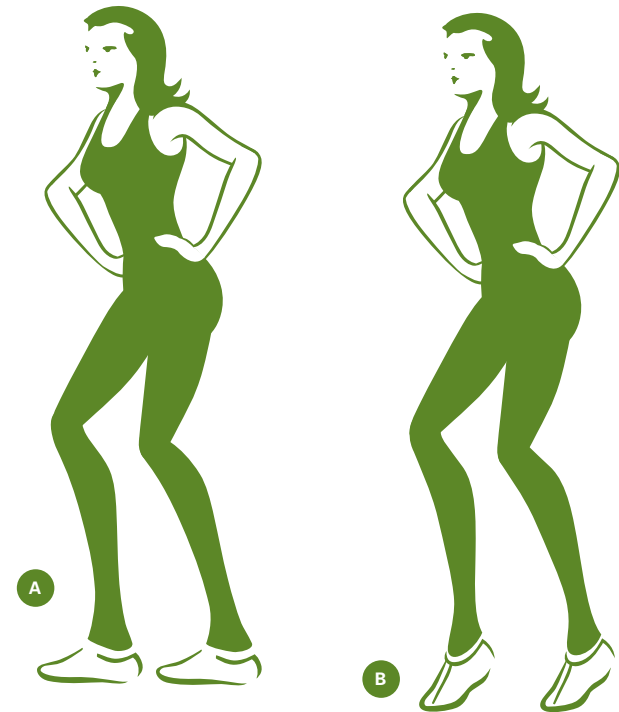
Muscles Targeted:

Glutes, hamstrings, calves and abs for balance

Stand tall between your chair and your desk. Legs should be shoulder-width apart with your toes pointing forward. Hands resting on your hips.

Inhale as you bend your knees over your first and second toe, placing your weight in to the heel of the shoe. Aim to have your butt a few inches off the seat of the chair. Exhale and extend the knees to an upright posture, standing tall.

Inhale and exhale as you slowly rise on to the ball of the feet. If you need to hold on to the corner of the desk, go ahead. Or, try and hold your balance by drawing in your abdominals for support. Lower your feet and repeat the squat.



How Earth Footwear Enhances the Exercise

With Earth, you're already working your quads, hamstrings, glutes and abdominals as your weight shifts slightly back over your heels. In the squat position, you'll be challenging these same muscles even further as you work against gravity. This exercise will enhance lean body mass, which is key to unlocking the calorie-burning effects of the footwear.

Exercise 2: Plies-Lunge-Plies

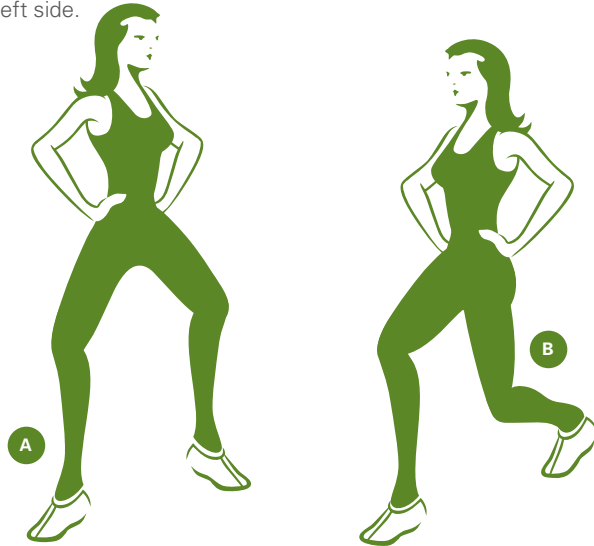
Muscles Targeted:

Glutes, quads, hamstrings, inner thighs and abs for balance

Stand tall at your desk with your legs turned at the hips to point your toes toward the corners of the room. Feet should be a little further than hip-width apart. Hands are resting on the hips and the abs are pulled in tight. If you need support, you can use the corner of the desk.

Inhale and bend the knees over the first and second toes, keeping both legs bent. Pivot to the right side, allowing your body and hips to completely face the right wall in a lunge position.

Inhale and return to the forward-facing position, keeping low in the squat. Repeat to left side.



How Earth Footwear Enhances the Exercise

Plies and lunges are great for the body as they work many core muscle groups. Doing the same exercise in Earth footwear adds an extra challenge for your quads, glutes, hamstrings and inner thighs. Your core is also challenged since the Kalso® Negative Heel Technology® reduces the role your feet play to balance you. This will promote your core moving you into the desired equilibrium.



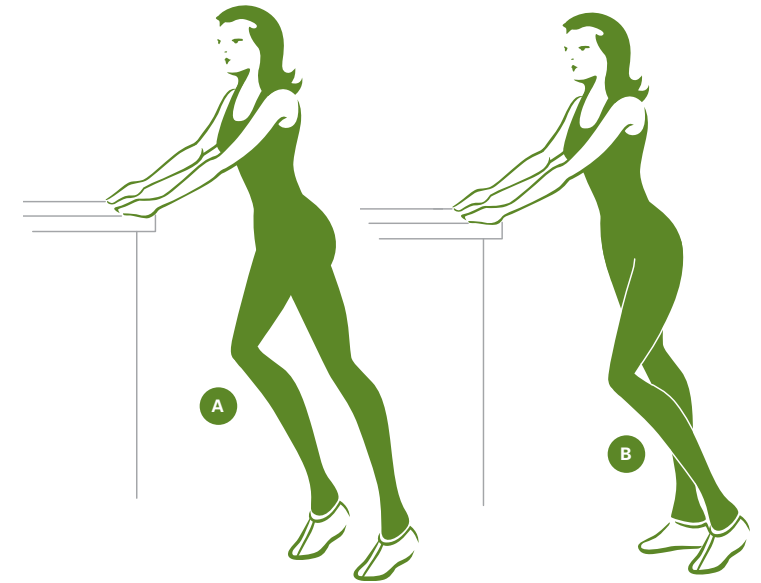
Exercise 3: Incline Plank with Running in Place

Muscles Targeted:

Abs, upper body and calves

Position your hands shoulder-width apart resting on the edge of the desk, and contract your abs. Extend your body behind you, with your weight resting on the balls of the feet.

Hold this position and alternate bending each leg while pressing the opposite heel into the floor. (Position feet farther back for deeper calf stretching.)



How Earth Footwear Enhances the Exercise

You'll get a complete workout – especially in the calves – as your heel stretches toward the sole of the shoe without restriction. A greater range of motion will also invite your core and upper body to support your body as it changes planes – naturally creating balance throughout this exercise.

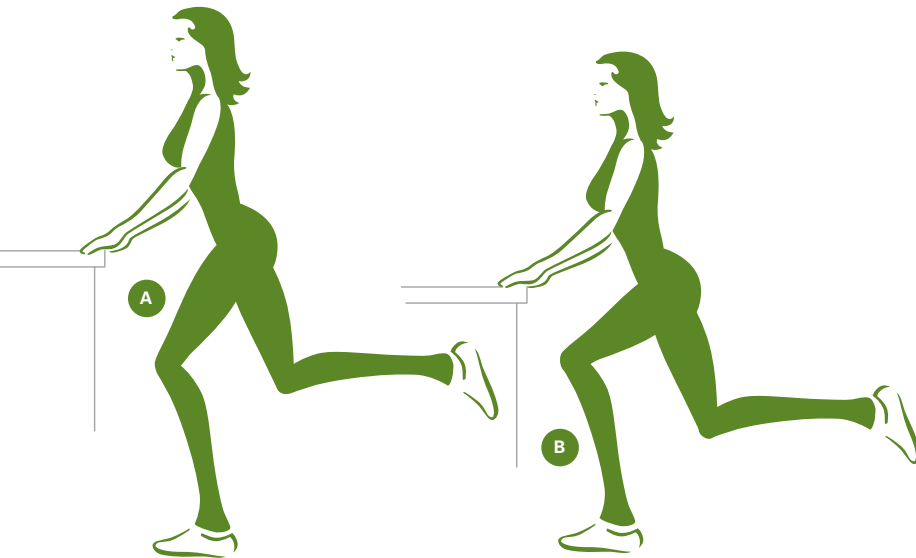
Exercise 4: Single Leg Squats

Muscles Targeted:

Glutes (particular the glute med which supports the pelvis), quads, hamstrings and abs for balance

Stand tall with toes pointing forward as you hold onto the corner of the desk or back of the chair. Bend your right knee and lift your foot off the floor as you balance on one leg.

Inhale as you bend the left leg with your knee over the first and second toe on the supporting leg. Exhale and extend your knee, keeping your hips level and abs contracted through the rep. Repeat before moving to the other leg.



How Earth Footwear Enhances the Exercise

By doing single leg squats with Earth footwear, you'll be challenging your core, since it takes more effort in the quads and abdominals to extend the leg. This is due to the 3.7° angle of dorsiflexion. As your body finds a proper natural alignment, your upper body and glutes will work harder without the help of your second leg to offer assistance.



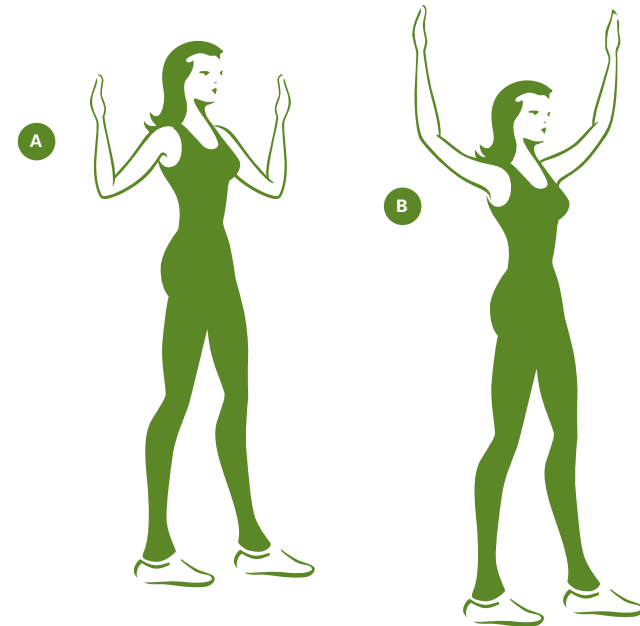
Exercise 5: Standing Lat Pull

Muscles Targeted:

Mid/upper back, lats, posterior deltoids and abs

Stand tall with your arms stretched overhead in a V position – your palms facing outwards. Inhale through the nose and contract your abdominals.

Then exhale as you draw your abs further towards the spine. Bend your elbows as you draw your shoulder blades down the back – making a letter W with your arms. Keep your elbows directly under your wrists at all times. Extend the arms back to the start position. Then repeat.



How Earth Footwear Enhances the Exercise

Spine and pelvic alignment is one of the key benefits of wearing Earth footwear. The 3.7° angle of dorsiflexion brings the body into a more natural and empowered position. The upper body is more isolated in this exercise as you move more fluidly. Enhanced activation of the muscles in the upper back will complement the footwear's spine alignment benefits.

man in office

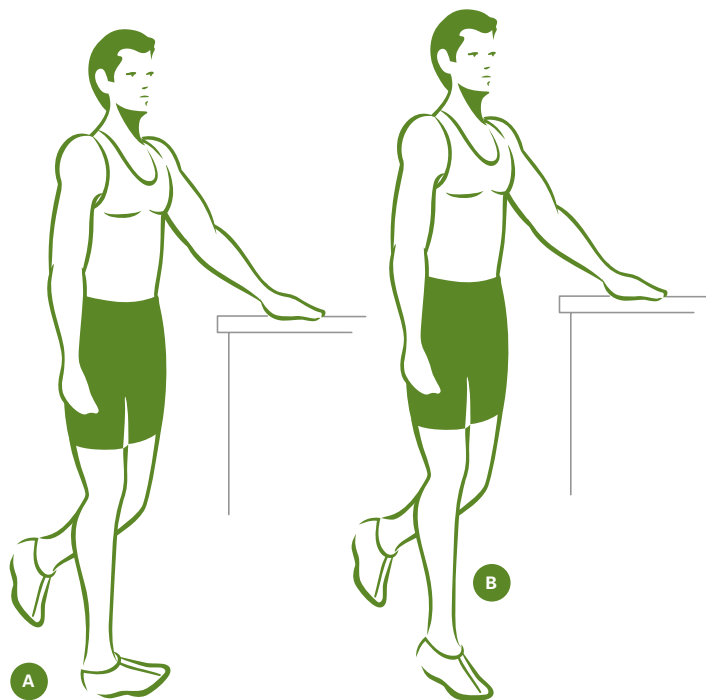
Exercise 1: Single Leg Calf Raise

Muscles Targeted:

Calves

Stand facing your chair or desk with your toes facing forward. Stand on the right leg with your left knee bent.

Rise up and down for 10-15 reps. Then repeat on the other side.



How Earth Footwear Enhances the Exercise

By doing calf raises in Earth footwear, you'll get a far greater stretch as you can now work through a full range of motion compared to a conventional shoe. You won't have the heel of a typical shoe to stop the downward motion. You'll now get a much fuller engagement of the calf muscle.

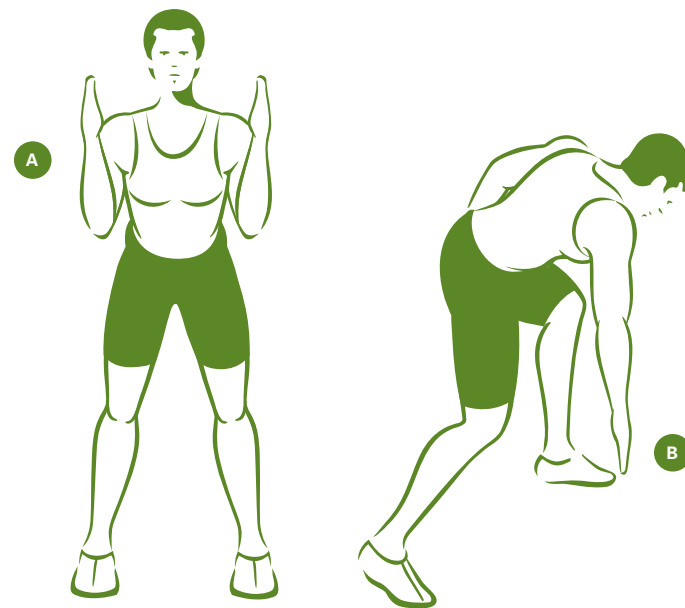
Exercise 2: Side Leg Lunges to Single Knee

Muscles Targeted:

Glutes, hamstrings, calves and abs (for balance)

Stand tall at your desk with toes facing forward. Step out to the right side with your right leg, bending your knee as the right leg extends. With your right hand, reach for the outside of the left ankle.

Repeat the motion on the other side, stepping out with your left leg, and reaching across your body to the right ankle using your left hand.



How Earth Footwear Enhances the Exercise

Performing lunges is already great for the body as it helps to work the core muscle groups. Doing lunges in Earth footwear adds an extra challenge for your quads, glutes, hamstrings and inner thighs. The design of the footwear with Kalsø® Negative Heel Technology® reduces the role that your feet play to balance you. This will help your core move back to equilibrium to complete the exercise.

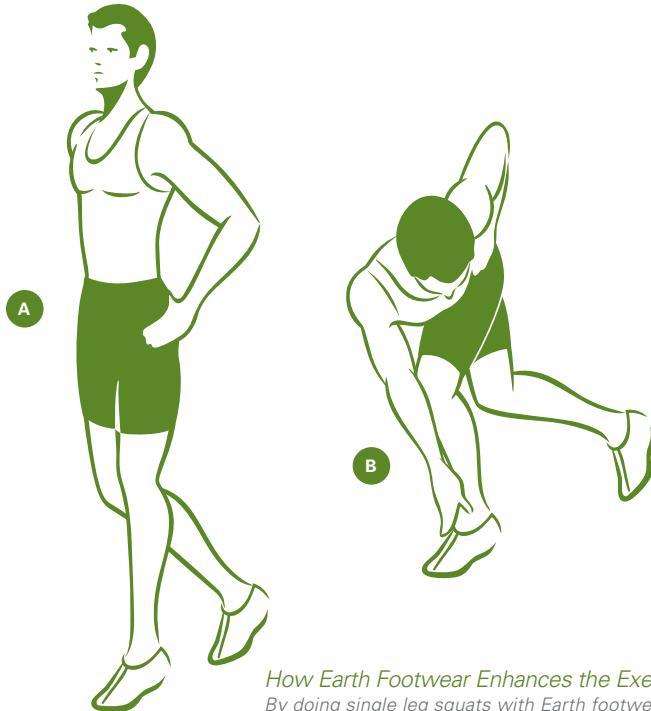
Exercise 3: Single Leg Squat with Oblique Rotation

Muscles Targeted:

Quads, hamstrings, and obliques

Stand on your left leg – toes facing forward – with your right leg bent behind your body.

Bend your right knee, twist your torso to the right, and touch the floor. Exhale, and extend your left leg back to the start position.



How Earth Footwear Enhances the Exercise

By doing single leg squats with Earth footwear, you'll challenge your core because it takes more effort in the quads and abdominals to extend the leg – your feet are set at a 3.7° incline. These muscle groups now need to work harder against gravity. As your body finds proper alignment, the upper body will also work harder to stabilize the torso without help from your second leg.

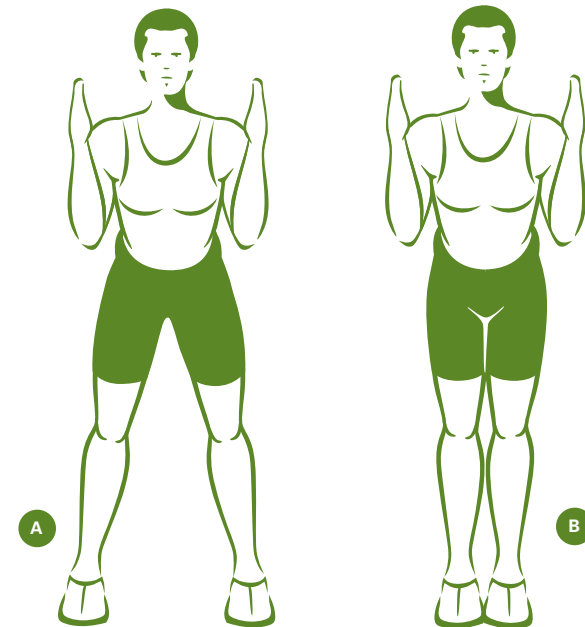
Exercise 4: Traveling Side Squats

Muscles Targeted:

Quads, hamstrings, and glutes

Step out to the side with your right leg stretching to shoulder-width apart. Gently bend your knees into a squat position.

Bring the left leg to join the right, while remaining in a squat position. Repeat one more time before alternating to the other side. Keep a steady alternating pace.



How Earth Footwear Enhances the Exercise

By wearing Earth footwear, you're already working the quads, hamstrings, glutes and abdominals from your weight being shifted into a neutral alignment. Now that you're performing a squat, the same muscles will be challenged even more as you work against gravity. To help keep your balance, core muscles in the abdomen will also engage to prevent falling back on those toned glutes.

Exercise 5: Standing Lat Pull

Muscles Targeted:

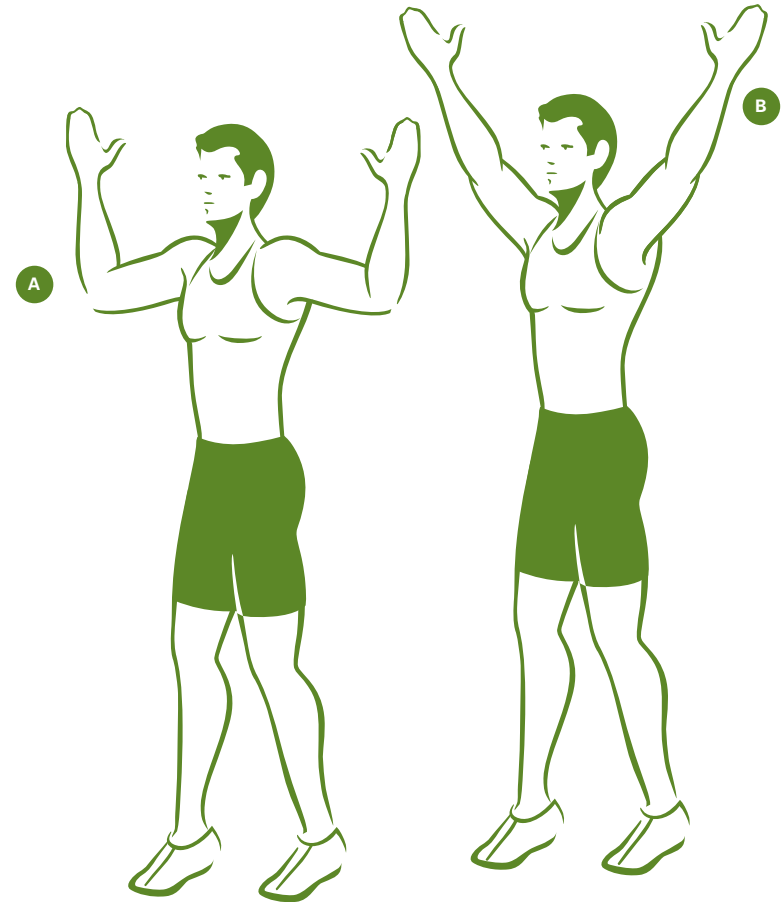
Mid/upper back, lats, posterior deltoids and abs

Stand tall with your arms stretched overhead in a V position – with your palms facing outwards. Inhale through the nose and contract your abdominals.

Then exhale as you draw your abs further towards the spine. Bend your elbows as you draw your shoulder blades down the back – making a letter W with your arms. Keep your elbows directly under your wrists at all times. Extend the arms back to the start position. Then repeat.

How Earth Footwear Enhances the Exercise

This exercise reinforces the spine and pelvic alignment that's promoted by the 3.7° of dorsiflexion in Earth footwear. As your body re-sets into natural alignment, the lat pull is not only easier to do, but will strengthen the muscles in the core – and help your breathing.





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To learn more about Earth[®] footwear, or to view store locations,
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