



2015 PRESS PACK

**FITNESS  
WALKING:  
A SIMPLE AND  
EFFECTIVE  
SPORT**

**newfeel**  
wake your walk



## **NEWFEEL**

**Toning your body, strengthening your heart and freeing your spirit...** there are numerous benefits to fitness walking. This very simple sport is open to everyone and is experiencing something of a boom...

**And so Newfeel has set itself a challenge: helping you to have fun and make swift progress while doing this sport!**

As with many sports, your foot has specific needs when walking: besides cushioning, the fluidity of your foot motion as well as toe protection are essential for providing boost.

**Newfeel has created the Propulse Walk collection, an exclusive range of shoes dedicated to fitness walking.**

On [www.newfeel.com](http://www.newfeel.com), you will find not only the right equipment but also plenty of advice to improve your walking.



## ***FITNESS WALKING***

Sports specialists define walking as “the closest activity to the ideal physical exercise”.

Fitness walking is a fast-growing sport that can be done at **different paces**:

- **well-being walking**, at a natural pace,
- **power or speed walking** at a faster pace, generally over 6 km/h,
- **race walking** which is done in competitions at over 9 km/h.

## ***FITNESS WALKING: GOOD FOR YOUR HEALTH***

Fitness walking is open to everyone and allows you to give your cardiovascular system a workout while gently toning your body from head to toe.

### **Benefits for the body and health**

Unlike many other sports, fitness walking does not cause trauma to the joints: the body is always in contact with the ground as your foot rolls from heel to toe. There is no jumping or bouncing, which limits impacts and therefore lowers the risk of injury.

**Regular walking is good for your health: fitness walking allows you to improve circulation and reduce the risk of heart disease.**

***Walking causes little trauma to the body:*** when walking, the body only suffers impacts measuring around 1.5 times your body weight, compared with 3 to 4 times when running.

And for ***the ladies***, walking is an excellent way of reducing the risk of osteoporosis and the feeling of having heavy legs, as it stimulates venous return.



### Benefits for the mind

We all need to clear our minds, get away from it all and let off steam. What could be better than a gentle sport that is done outside?

**Fitness walking is particularly good at creating a sense of well-being. It not only helps you to control your stress, but also improves the quality of your sleep.**

The additional oxygenation will give you a healthy glow while the exercise will release endorphins, the happiness hormones.

### Benefits for your figure

**By walking at a sustained pace, you will increase your heart rate and therefore up the number of calories burned (300 to 500 calories per hour). Most of your muscles will be working:** arm muscles, shoulder muscles and especially the glutes and thighs.

Regular practice will give you strong, toned legs and will significantly reduce cellulite. Your abdominal muscles are also used. When you add hiking poles into the equation, it becomes Nordic walking. This allows you to work 90% of your body's muscles.



#### DID YOU KNOW?

**1 hour of walking at 6 km/h**  
**= 6 000 steps**  
**= 300 kcal burned**

Source : «Bougez, mangez... maigrissez !» by Laurent Philippe (Amphora)

#### SPORTING EQUIVALENTS

**1 hour of walking at 6 km/h**  
**= 25 mins of running at 8 km/h**  
**= 24 mins of front crawl**  
**= 23 mins of cycling**

Source : «Exercice Physiology: energy, nutrition and human performance» by Mac Ardle and Katch



## NEWFEEL CREATES AN EXCLUSIVE SHOE FOR FITNESS WALKING



A study\* has allowed us to identify the foot's different needs during fitness walking. **During this activity, the foot needs cushioning, stability to keep it aligned in the direction you are walking, and flexibility** to create a good foot motion from heel to toe.

Based on this observation, Newfeel has designed a walking-specific shoe that meets these needs: the Propulse Walk.

\* study carried out in 2012 in partnership with the Université de Marseille and Decathlon R&D.

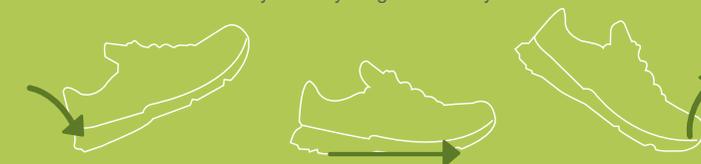
### WHAT IS THE DIFFERENCE IN THE WAY MY FOOT MOVES WHEN WALKING AND RUNNING?

RUNNING



*When running*, the body leaves the ground completely as you push off: there is therefore a strong heel strike and an energy transfer off the front of the foot. The sole has to absorb this bounce, i.e. it has to absorb two to three times your body weight with every stride.

FITNESS WALKING



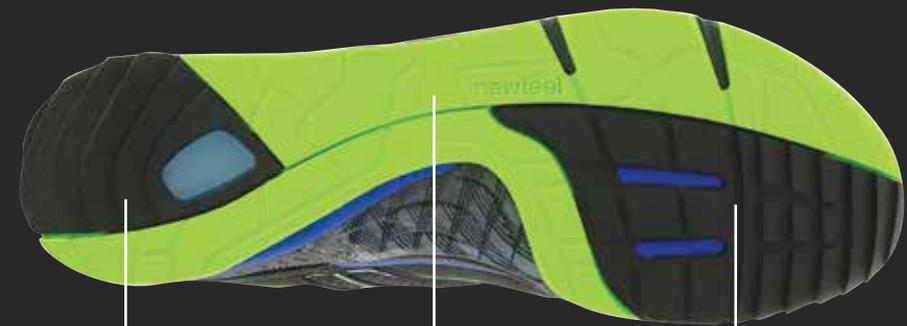
*In fitness walking*, one of your feet is always in contact with the ground. There are therefore fewer forces at play and the sole has to absorb 1 to 1.5 times the weight of your body. It is a smooth process and the foot rolls from the heel strike to the energy transfer from the big toe.

> THE NEEDS OF THE FOOT DURING A POWER WALKING SESSION ARE SPECIFIC. A PAIR OF SHOES ADAPTED TO THE PRACTICE IS ESSENTIAL TO MAKE THE BEST OF OUR ABILITY AND TAKE PLEASURE IN WALKING.



## PROPULSE WALKING TECHNOLOGY

The Propulse Walk integrates Propulse Walking Technology which takes into account the foot's specific needs when power walking. This technology supports your foot's movement in propelling the body forwards. It features a sole with an exclusive asymmetric shape.



*Bevelled heel with inverse rear grip system that gets you in contact with the ground faster*



*Grippy zone that helps your foot motion when your foot is flat on the floor*



*Propulsion zone with reinforced big toe to enhance boost and prevent wear*





## PROPULSE WALK, AN EXCLUSIVE DESIGN

### CUSHIONING

The dual-density EVA sole (hence the 2 colours) has been specially designed to absorb impacts when power walking.

### STABILITY

The Propulse Walk 400 sole is different from the rest of the range thanks to its Arkstab technology. Arkstab is a midfoot insert (arch support) that enhances stability.

### FLEXIBILITY

The flex grooves provide the outsole with maximum flexibility. Micro fissures at the front of the foot help you to grip smooth and wet ground (pedestrian crossings, etc.) while remaining flexible.

### DURABILITY

The rublast rubber on the outsole is durable and resistant.



#### WOMEN'S MODELS

SIZES: FROM 3½ TO 7½

COLOURS: BLACK/PINK AND PINK/GREEN

WEIGHT: 255 G IN SIZE 6

RECOMMENDED RETAIL PRICE: €59.95

AVAILABLE AT DECATHLON STORES AND ON [WWW.DECATHLON.CO.UK](http://WWW.DECATHLON.CO.UK)



#### MEN'S MODELS

SIZES: FROM 6 TO 11½

COLOURS: BLACK/GREEN AND YELLOW/BLUE

WEIGHT: 285 G IN SIZE 8

RECOMMENDED RETAIL PRICE: €59.95

AVAILABLE AT DECATHLON STORES AND ON [WWW.DECATHLON.CO.UK](http://WWW.DECATHLON.CO.UK)

NOTES



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