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## **1. MBT Our Mission**

Our mission is to make it easier for people to live healthier lives. MBT produces a diverse range of fashionable and functional footwear, casual and sporty, for both men and women, which demonstrably improves overall health and wellbeing. Research carried out over the last 10 years shows that the MBT way of walking supports the whole body by strengthening core muscles and protecting joints, helping to avoid a variety of health problems. MBT is passionate about raising awareness of this amazing possibility, and helping everyone to benefit.

## **2. MBT Started a Footwear Revolution**

Over 10 years ago MBT started a revolution. Since then the company has:

- continuously invested in product development
- pioneered 36 scientific studies, nine of which have been published
- constantly listened to what customers throughout the world have said and persistently improved both the look using premium materials and manufacturing processes
- continuously increased the number of collections and models it brings to the market

As a result, MBT remain market leaders with its fourth generation of innovative, lower-soled footwear for men and women introduced in 2009, followed by this year's fifth generation of lower-soled athletic footwear. MBTs are the most well-researched and trusted brand of physiological footwear available. They are recommended by doctors, podiatrists and physiotherapists alike to provide a simple, everyday solution to a range of health problems that can result from our modern lifestyles. Put simply, MBTs offer the healthiest way to stand and walk on urban surfaces known to man – and woman!

## **3. Natural Movement in Every Step - How MBTs Work**

Every pair of MBTs feature a unique sole construction that incorporates three hardworking, bio-mechanical elements:

1. the Masai Sensor
2. the Balancing Area, and
3. the curved sole

These three elements perform in harmony to create a 3-dimensional instability that produces a number of scientifically proven benefits. With the Masai Sensor in the heel of the shoe, the body is gently encouraged to respond with intuitive, compensatory movements, and this reproduces the positive effect of standing or walking on soft, naturally uneven ground. The Sensor also cushions the heel, providing comfort and protection to the body's joints. In addition, the Balancing Area in the middle of the sole promotes an upright posture and activates the entire musculo-skeletal system, whether standing or walking. Finally, the curved sole promotes a gentle rolling into the step, which relieves stress on the joints and the lower back.

Only MBT's patented technology can guarantee this wealth of proven health benefits. Simply standing and walking in MBTs helps to:



- improve posture and gait
- improve balance and co-ordination
- activate neglected muscles (buttocks, thighs and abdominals)
- reduce stress on the back, hip, knee and ankle joints
- increase comfort during prolonged standing and walking
- significantly reduce shock at each step (heel strike)
- improve lower limb circulation

## **4. Proven Benefits of MBTs**

Independent research studies show evidence of proven MBT benefits. But don't take our word for it; see what the research actually says...

### **Your joints will thank you for wearing MBTs**

A study from Stanford University showed a 63% decrease in knee joint loading in those wearing MBTs. A second study from the University of Calgary showed a tendency towards reduced knee and hip joint loading amongst those wearing MBTs.

### **So will your glutes and thighs!**

Research from Sheffield Hallam University showed that walking in MBTs increased buttock activity by 9%; while research from the University of Calgary showed significantly increased gluteus activity and an increase in thigh muscle activity by an average of 37%.

### **In addition, MBTs help you burn more calories**

When muscles are activated, they burn more calories and research from the University of Bern showed that even just standing in MBTs burnt significantly more calories than when wearing conventional shoes; while research from the University of Salzburg showed evidence of higher calorie usage when slow-jogging in MBTs, in comparison to wearing conventional trainers.

### **And firm your body...**

Two thirds of women who wore MBTs as part of a study reported a decrease in cellulite and a significant weight reduction of 1.3kg; while 63% of them would recommend MBTs to their best friend as a tool against cellulite (Dr. med. N. Linde, C. Stegenm CH 2005).

### **...while strengthening your back and improving your posture**

While studies from both Sheffield and Calgary showed an improved posture while wearing MBTs; other research confirmed a significant decrease in lower back pain (M.N. Jørgensen, DK 2006).

### **How is this all possible?**

MBT's amazing benefits are all down to the innovative, patented construction of the sole. The gentle instability provided by the interplay between the Masai Sensor and the curved design constantly stimulates the muscles throughout the body. And because MBT footwear creates an unstable platform the nervous system (the body's 'control centre') is trained to increase balance and coordination, leading to further activation of the postural muscles (Ramstrand et al 2008; Turbanski et al 2009; Nigg et al 2009). More muscle activity means more calories burned (Nigg et al 2006; Muller et al 2009), more support to the joints (Nigg et al 2006; Boyer & Andriacchi 2009) and consequently less stress on them, plus improved circulation in the legs due to the action of muscle pumping (Nigg et al 2006).

### **And last but not least, MBTs improve the quality of life**

Quality of life and wellbeing of staff with standing jobs was significantly improved when they wore MBTs (Prof. Dr. Brand, DE 2008).

**For more information on our research please visit [www.mbt.com/benefits](http://www.mbt.com/benefits)**

## 5. MBT in Sports

Because of their many health benefits, athletes and fitness enthusiasts often wear MBTs while engaging in sports activities. MBTs increase performance, balance and proprioception; they promote joint stability, core muscle strength, co-ordination and agility, while also helping prevent injury and aiding muscle regeneration and rehabilitation. Trials with athletes have shown that wearing MBTs improves speed, balance and jump height. They also assist recovery after training and competitions, and provide rehabilitation after injury, because the sole's technology improves muscle function and minimises loading and stress on vulnerable joints.

Wearing MBTs enables athletes to integrate specific conditioning, co-ordination and technique aspects into their training process. The curved sole and the soft Masai Sensor provide 3-dimensional instability that increases stimulation during training, and delivers the following advantages for athletic performance:

- improved sensorimotor control occurs because the unstable sole construction results in a training effect to sensory receptors responsible for balance and posture
- training to the core and postural muscles
- higher energy expenditure as using MBTs increases oxygen consumption and calories burned
- reduction of load on joints while running
- improved jump height and sprint speed performance
- improved balance when standing or moving
- training effect when not training – wearing MBTs constantly stimulates the body when standing, walking or running

*For more information or to order a Sports Brochure, please contact: [press@uk.mbt.com](mailto:press@uk.mbt.com)*

## 6. MBT Academy

The MBT Academy was set up to promote the benefits of wearing MBTs to the public, to facilitate research into the physical effects of wearing this unique physiological footwear, and to provide a helpline for the many customers who use MBTs as a treatment for conditions ranging from back pain to arthritis, Parkinson's disease to balance problems.

Internationally the MBT Academy collaborates with various health and fitness experts, physiotherapists, and academics as well as sports coaches. In the UK these include Chartered physiotherapist Joshua Wies, Consultant Podiatrist Emma Supple, and Lynne Robinson founder of Body Control Pilates, along with health and fitness expert Graeme Marsh and Orthopaedic Surgeon Sam Singh.

The Academy's team of health experts are available for comment on our large body of research and the medical benefits of MBT, within their individual areas of expertise as well as on a range of topics including:

- the impact of workplace stress on our health
- physical damage caused by bad posture
- the physical impact of urban environment on our health
- the damaging effects of unsuitable footwear like high heels or ultra-flats
- dealing with back pain, rheumatism, arthritis and joint stress



## 7. MBT White Papers and TV footage

MBT regularly publishes its own 'white papers'. These are published to provide fact-based reports, educating readers about relevant social and medical issues. In 2008 MBT published the Flat is Bad report, which provided statistics and research data showing the negative impact on health of wearing flat footwear. MBT have also published Killer Heels, on how women's love affair with high heels costs the UK £29 million per annum in injuries; and Crippling Careers – the impact on health of our long-hours, sedentary, recession dominated, working culture. Most recently, MBT have researched Walking Crimes an investigation into how damaging some of our walking habits can be to health.

*Please get in touch with [press@uk.mbt.com](mailto:press@uk.mbt.com) if you would like to receive any of these reports or to order MBT's TV footage.*

## 8. MBT Revolutionaries

Since starting its footwear revolution back in 1996, MBT has been joined by thousands of converts worldwide, those refusing to compromise their health with inadequate footwear. Now there's no reason not to feel and look good all day, everyday, while safeguarding health whatever the activity or occupation. For those who spend long hours on their feet – nurses, teachers, film crews, chefs, postal workers, busy parents, etc. – MBTs are a godsend, supporting backs and joints, and avoiding pain and heavy legs at the end of a long day. For athletes and sports enthusiasts, MBTs enhances and reinforces training when worn during down time. For everyone else, MBTs just look good, provide comfort and make the body feel great!

MBTs unique range of health benefits have also won them a number of celebrity clients, and those wearing them include Colleen Rooney, Ant and Dec, Sharon Osborne, Bear Grylls, Richard and Judy as well as Al Pacino, Antonio Banderas, Helena Bonham Carter, Kate Garraway, Sylvester Stallone, Quentin Tarantino, Eli Roth, Jim Kerr, Will Mellor, and Zoë Ball.

*As the experts say, whatever you do in MBTs, your body will thank you for it.*

## 9. MBT The Collection

MBT launches two ranges of superior footwear collections each year, offering casual, athletic, work and dress styles for men and women. Prices start at £150.

MBT do not sell over the Internet, as it is company policy to ensure that everyone has a personal fitting to guarantee maximum effectiveness. MBT's network of retailers are trained and met with regularly so that this high-quality service can be provided to customers nationwide.

MBTs are available at premium retailers across the UK, and the full range can be found at the MBT concept store at Harrods and other full range stockists. Alternate stockists include: John Lewis, Debenhams, Sweaty Betty, Ellis Brigham, Shoon, Kings Road Sporting Club, Bliss Pharmacy and many others.

*Full range stockists, specialists and a complete list of retailers can be found on [www.mbt.com/Home/Stores.aspx](http://www.mbt.com/Home/Stores.aspx)*



## 10. MBT - Quick Facts

First launched in	Switzerland 1996
Introduced	to medical and sports specialists in 2002 and stocked by retailers in the UK in 2004
Brand	MBT is the pioneer and market leader of the physiological footwear offering premium product MBT
Collections	MBT offers two seasons per year for both women and men: s/s and f/w
Available	in over 30 countries across the world including USA, Europe, Australia and Asia
Retail	Available at Harrods and other premium retailers like John Lewis, Debenhams, Sweaty Betty, Ellis Brigham, Shoon, Kings Road Sporting Club, Bliss Pharmacy
UK Website	<a href="http://www.mbt.com">www.mbt.com</a>
Facebook	The anti-shoe (UK)
Twitter	@MBTfootwear
Youtube Channel	MBTfootwearUK
Media Area	<a href="http://media.masai-uk.com">http://media.masai-uk.com</a>

## 11. About Masai GB Ltd.

Masai GB Ltd. and its seminal brand and product MBT are a wholly owned subsidiary of Masai Group International Ltd. MBT footwear was developed in 1990 in Switzerland to cure back pain and joint problems and is a certified Class 1 Medical Equipment product in the EU. MBTs are now available in over 30 countries around the world. Introduced into the UK retail market in 2004, MBT can be purchased at a wide range of retailers nationwide. UK headquarters are based in London.

For additional information on MBT please visit the website at [www.mbt.com](http://www.mbt.com).