



March 2024

KURU

Heel Better™

Different by Design

Step *into* KURU

Shop Online at KURUfootwear.com

Built-in **KURUSOLE**
heel-hugging tech

Built-in **KURUSOLE**
heel-hugging tech

KURU exists to help you Heel Better™ and live the life you love. We launched our groundbreaking heel-hugging **KURUSOLE** tech in 2008 and have grown to an expanding lineup of pain-relieving footwear for men and women that puts your heels first.

I promise, KURU shoes are unlike anything else. I hope you'll give us a chance and Heel the Difference™.

Bret

Bret Rasmussen
Founder / CEO



FLEX Via
\$120 Shown in
women's Dove Gray.

FLEX Via
\$120 Shown in men's
Midnight Blue.



"Love, love, love!!! I would recommend these to anyone who is on their feet all day!"

DEBBIE C.

FLEX Via

It's the wear-everywhere shoe, built with our most flexible outsole and a structured heel for easy on/off. Flex away foot pain with effortless roll through, an adjustable fit, and unparalleled heel support.



EXTENDED SIZING



WIDE AVAILABLE



HEEL PAIN RELIEF



MEN'S & WOMEN'S

FLEX Via \$120

An orthopedic sneaker as flexible as you. FLEX Via flexes to fit your life for unparalleled versatility and pain relief.

Women's



Men's



the ATOM Collection

You liked ATOM so much, we decided to give it a family. Meet four of our customer favorites.

MEN'S & WOMEN'S ATOM Slip-On

Soft, breathable **NOVAKNIT** gently hugs the foot in a lace-free sneaker.

\$145
Shop our full color collection online.



Brand
new



MEN'S & WOMEN'S ATOM Waterproof

Triple-layer, 100% waterproof technology keeps the dry in and the elements out.

\$180
Shop our full color collection online.

MEN'S & WOMEN'S ATOM

Our original best-selling ATOM combines airy mesh uppers, our revolutionary heel-hugging tech, and a thick **KURUCLOUD** midsole for maximum comfort in every step.

\$160 Available in medium and wide widths.
Shop our full color collection online.



MEN'S & WOMEN'S ATOM Trail

Multi-directional tread and superior support keep you light on your feet—yet glued to the trail.

\$160
Shop our full color collection online.

Shop Online at [KURUfootwear.com](https://www.KURUfootwear.com)



QUANTUM 2.0
 \$165 Shown in men's
 Indigo Blue.

Top Picks *for* Every Day

From work to the gym to the garden and everywhere in between, these everyday sneakers deliver dynamic heel protection in every step.

MEN'S & WOMEN'S
QUANTUM 2.0

Our ultimate walking shoe features extra cushion, superior stability, a roomy toe box, and upgraded **KURUSOLE** heel support.

\$165
 Available in medium and wide widths.

Women's



+ more

Men's



+ more



MEN'S & WOMEN'S
ROAM

An iconic court shoe reimagined for heel pain relief. This timeless sneaker keeps you endlessly comfy and casually stylish.

\$125-\$135

Women's



+ more

Men's



+ more



Put Some
Step in
Your Spring

Welcome warmer temperatures and flowers in bloom with sandals as supportive as your best pair of sneakers.

WOMEN'S
CODA Mesa

From beach outings to special dinner plans, CODA Mesa will support your heels no matter the occasion.

\$135 Shown front to back in women's Amber Brown and Jet Black. Shop our full color collection online.



Now Available in Knit



WOMEN'S
CODA Muse

Next-level heel support in a full-coverage women's sandal—now available in soft knit and luxurious leather.

\$140

Women's



MEN'S & WOMEN'S
KALA 2.0

Our ultra-supportive flip-flop just got better. Upgraded footbed, more traction, softer straps—same heel pain relief.

\$100

Women's



Men's



Slide *into* Ease

Enjoy the freedom of slipping into effortless pain relief, making your spring days all the more invigorating.

ATOM Slip-On
\$145 Shown in women's Stone Gray.
See page 6.



"No more foot pain, no more back pain. Every year I'll be purchasing a new pair..."

WENDY S.

WOMEN'S **STRIDE**

Slip into lightweight breathability. Made with ultra-stretchy **NOVAKNIT**, STRIDE is as comfy as your favorite pair of socks with the support of your favorite pair of sneakers.

\$135
Available in medium and wide widths.



+ more



WOMEN'S **ROAM Atla**

Inspired by iconic slip-on sneaker looks, ROAM Atla takes it up a notch, making every step easy—even for the most sensitive of feet.

\$145



+ more



Heel the Difference™

Of the world's first dynamic heel-hugging technology.



Built-in **KURUSOLE**
heel-hugging tech



81% of Americans experience foot pain* and at KURU, we have always believed health starts with heel. That's why we put our revolutionary heel-hugging **KURUSOLE** technology in every pair of shoes we make.

Experience the next evolution of footwear with shoes shaped like your feet so you can live a life you love without foot pain holding you back.

*Based on study reported in KURU's 2024 Foot Pain Trends Report.

MEN'S & WOMEN'S

KIVI 2.0

Anti-slip—built for chefs, perfect for professionals.

\$160 Shown in men's Jet Black. Available in medium and wide widths.

Shop our full color collection online.



MEN'S & WOMEN'S

ATOM Waterproof

Our best-selling sneaker—now 100% waterproof.

\$180 Shown in women's Jet Black. Shop our full color collection online.



the Work Collection



Long days on your feet just got easier. From anti-slip outsoles to waterproof materials, keep your heels healthy for safe, confident steps—all shift long.

Shop Online at [KURUfootwear.com](https://www.KURUfootwear.com)

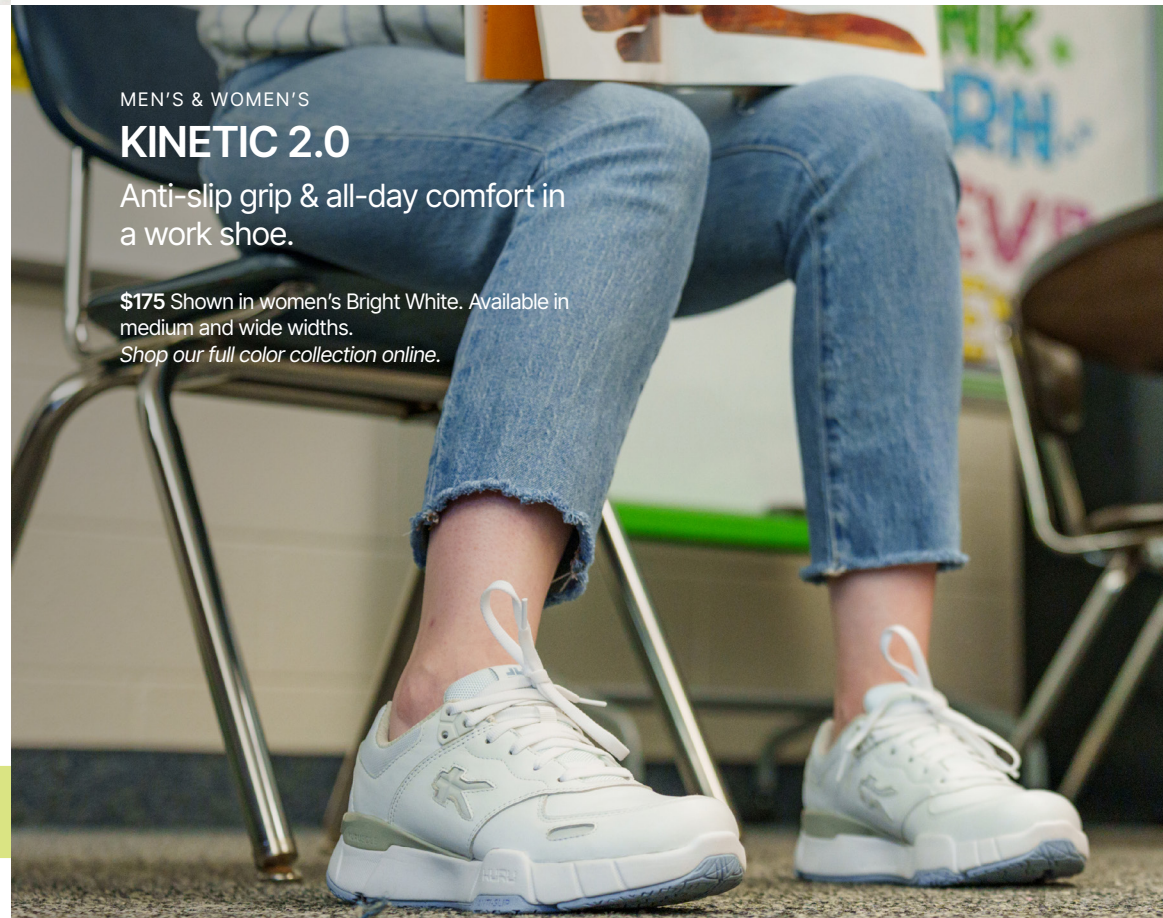
MEN'S & WOMEN'S

KINETIC 2.0

Anti-slip grip & all-day comfort in a work shoe.

\$175 Shown in women's Bright White. Available in medium and wide widths.

Shop our full color collection online.



Your *healthiest* Adventure Yet

The open air is calling your name, so step outside in complete comfort with dynamic heel support that flexes as you move.

ATOM Trail

\$160 Shown left to right in men's Lead Gray-Orange Spice and women's Blue Fog. See page 7.



MEN'S & WOMEN'S

TREAD

No other active sandal on Earth will give you the pain-relieving comfort of KURU's contoured footbed, superior arch support, and shock-absorbing cushion.

\$145



MEN'S & WOMEN'S

CHICANE

Keep your mind off your feet and on the scenery with complete cushion and surround-sound support.

\$165-\$175

Available in medium and wide widths.



KURU | Heel Better™

4416 S Century Drive
Salt Lake City, UT 84123
(877) 211-5878

KURUfootwear.com



Shop Online at
KURUfootwear.com

ROAM

\$135 Shown in women's
Bright White.
See page 9.

ATOM

\$160 Shown in men's Indigo.
See page 7.

Create a Free Account

To earn KURU Cash on all orders.

5% Back • 100 pts = \$1 • Redeem at 1,000 pts

Register today at KURUfootwear.com/account/register

Free Shipping • 45-Day Returns & Exchanges

PRST STD
US POSTAGE
PAID
KURU
FOOTWEAR