

April 2024

# KURU

Heel Better™





Different by Design

# Welcome *to* Healthier Heels

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



# Gentle *on* Heels, Tough *on* Pain



Shop MOMENT Online at  
KURUfootwear.com

Heel pain can make exercise even tougher, but we're here to change that. Try our bestseller ATOM for your next workout, then slip into MOMENT for the restoration you deserve.

It's a match made in foot-pain-relief heaven—from the start of your workout to the end of your recovery.



MEN'S & WOMEN'S

## ATOM

Finally, an athletic sneaker with built-in support and superior heel cushioning. The sleek ATOM features a performance-inspired design with a secure, comfortable fit.

**\$160** Available in medium and wide widths.

Women's



+ more

Men's



+ more



Brand  
new



MEN'S & WOMEN'S

## MOMENT

Foot pain doesn't stop when you go home. This supportive recovery slide combines heel support with our softest footbed yet to give your feet the restoration they deserve.

**\$100**

Women's



Men's





Put Some

# Step *in* Your Spring

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

Brand  
*new*



WOMEN'S

## CODA Mesa

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

**\$135** Shown in women's Amber Brown.  
*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



Brand  
*new*



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



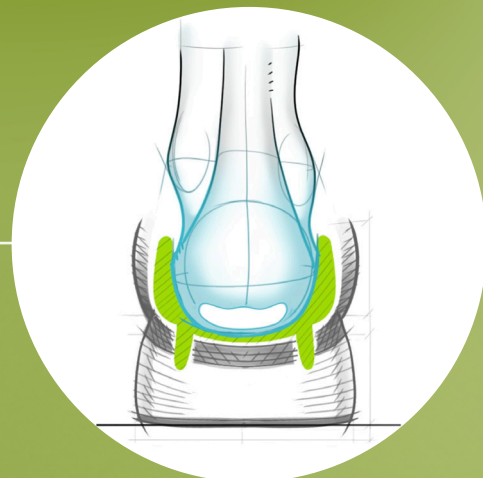


# Heel the Difference™

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.





“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.



BUILT-IN SHOE HORN



HEEL PAIN RELIEF



WIDE AVAILABLE



EXTENDED SIZING



MEN'S & WOMEN'S

## FLEX Via

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

**\$130** Available in medium and wide widths.

Women's



Men's





# 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 and women's Blue Fog. See page 17.



MEN'S & WOMEN'S  
**TREAD**

No other active sandal on Earth will give you TREAD's heel-hugging pain relief and advanced traction.

**\$145**

Women's



+ more

Men's



+ more



MEN'S & WOMEN'S  
**RIDGE Motion**

Our most rugged hiking shoe yet—built with superior traction and dynamic heel support.

**\$180**

Available in medium and wide widths.

Women's



Men's







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

# Less Pain, More Life

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



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



# the ATOM Collection

You liked the high-performance pain relief of our best-selling 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.



## MEN'S & WOMEN'S ATOM

Our original ATOM combines airy mesh uppers, our revolutionary heel-hugging tech, and a springy midsole for maximum comfort.

**\$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.

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.



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# 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 16.



"Well made and extremely easy to slide my foot into them. Most importantly, I can walk without pain!"

CATHY L.

## MEN'S **PACE**

An ultra-supportive slip-on for men, PACE features a collapsible heel design that lets you wear it up or down for extra versatility. Lightweight canvas keeps you cool—microsuede lining keeps you comfy.

\$125



## 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.

\$125-\$145





# KURU | Heel Better™

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

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[KURUfootwear.com](http://KURUfootwear.com)



**CODA Muse**

**\$140 See page 7.**

PSRST STD  
U.S. POSTAGE  
PAID  
KURU  
FOOTWEAR

## 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](http://KURUfootwear.com/account/register)

Free Shipping • 45-Day Returns & Exchanges