

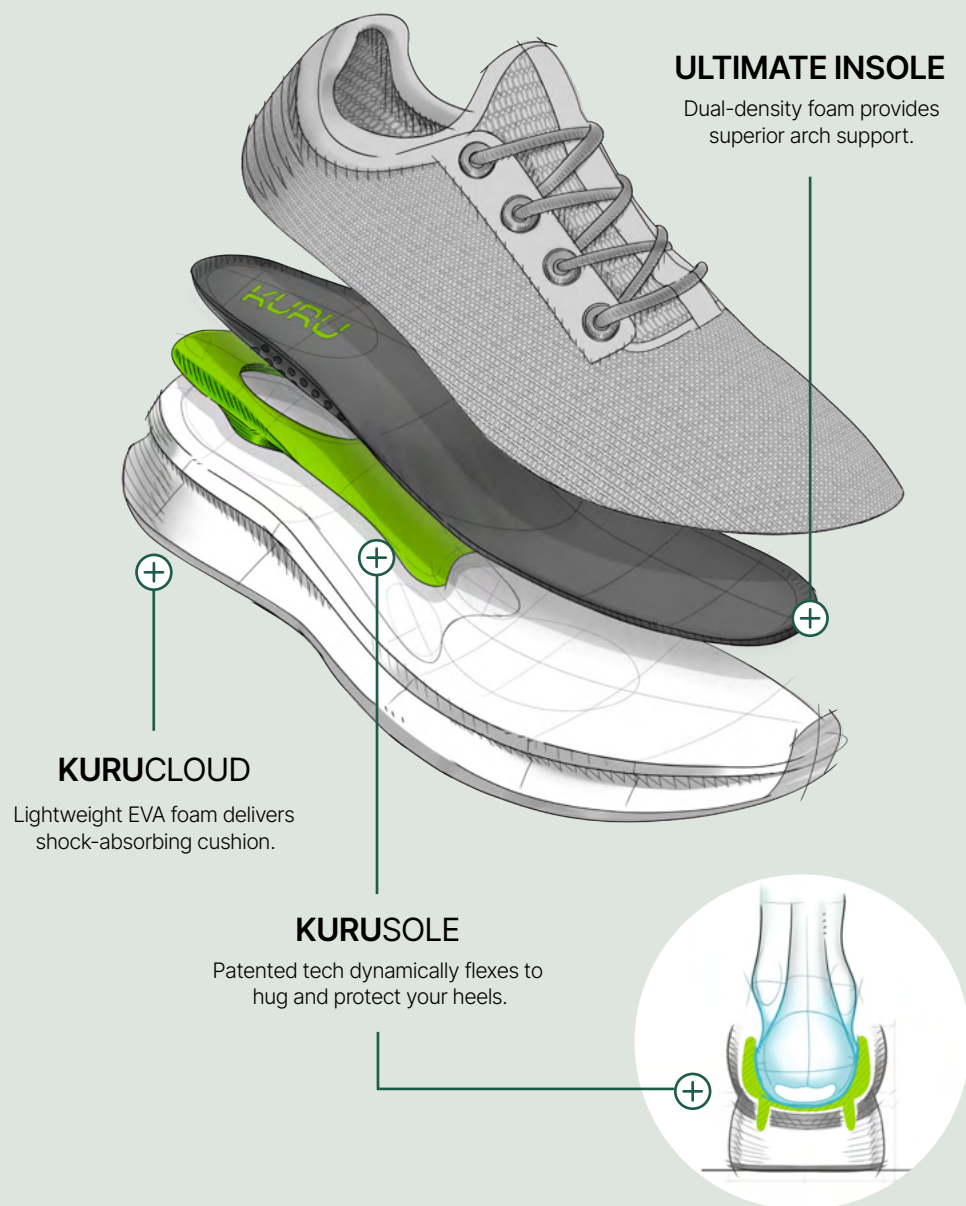


KURU | Heel Better™

January 2024

KURU | Heel the Difference™

Experience the world's first dynamic heel-hugging technology—built for pain relief, designed for life.



“With my first pair, my plantar fasciitis did not flare up even once all year. Time for a second pair!”

MELISSA

QUANTUM 2.0
See page 8.

Supportive Shoes to
Support
your **Goals**

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

KIVI 2.0

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

\$160 Shown in women's Jet Black. Available in men's and women's sizing in medium and wide widths. *Shop our full color collection online.*



ATOM Waterproof

Our best-selling sneaker—now 100% waterproof.

\$180 Shown in men's Blue Haze. Available in men's and women's sizing. *Shop our full color collection online.*



the Work Collection



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

Shop online at KURUfootwear.com/work

KINETIC 2.0

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

\$175 Shown in women's Bright White. Available in men's and women's sizing in medium and wide widths. *Shop our full color collection online.*



the

ATOM Collection

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

ATOM Slip-On

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

\$145 Available in men's and women's sizing.
Shop our full color collection online.



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 men's and women's sizing in medium and wide widths.
Shop our full color collection online.



ATOM Trail

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

\$160 Available in men's and women's sizing.
Shop our full color collection online.



Brand
new

ATOM Waterproof

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

\$180 Available in men's and women's sizing.
Shop our full color collection online.

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

Sneakers

Heel-hugging relief in every pair. A line of sneakers so supportive you won't want to take them off.

ATOM
\$160 Shown in
men's Indigo.



ROAM
\$135 Shown in
women's Bright White.



QUANTUM 2.0

Celebrating 10 years of fan-favorite QUANTUM, we bring you QUANTUM 2.0. This walking shoe features extra cushion, a wider base with a wide toe box, and upgraded **KURUSOLE** heel support.

\$165 Available in men's and women's sizing in medium and wide widths.
Shop our full color collection online.



ROAM

An iconic court shoe reimagined for modern comfort. This timeless sneaker keeps you endlessly comfy and casually stylish.

\$135 Available in men's and women's sizing.
Shop our full color collection online.



Made *for* Wide Feet

Every pair of KURUs features a wide toe box—
and our wide-width styles offer even more relief.



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



CHICANE
\$175 Shown in men's
Mustang Brown-Mocha Brown

“Each year I buy a new pair of shoes for these old feet. My KURUs are the most comfortable shoes I have ever owned.”

EMMETT B.

CHICANE

Rugged, supportive outdoor shoe built for adventure.

\$175 Available in men's and women's sizing in medium and wide widths.
Shop our full color collection online.



+ more



Last
Chance

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

ATOM

\$160 Shown in women's
Jet Black-White-Gum.

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

Heel Better™

With our revolutionary heel-hugging technology, **KURUSOLE**.

Every step you take starts with your heels—and it can get painful, fast. In fact, 77% of Americans experience foot pain, with heel pain at the top of the list.*

That's why at KURU, we believe health starts with heel. Our patented **KURUSOLE** technology dynamically flexes with each step to hug and protect your heels for pain relief you can count on.

*Based on 2023 study reported in KURU's 2023 Foot Pain Trends Report.

Boots

Outdoor boots as comfortable as your favorite pair of sneakers.



QUEST

A high-top boot with ankle support and **KURUSOLE** comfort.

\$185 Available in men's and women's sizing. Shop our full color collection online.



QUEST

\$185 Shown above in men's Java Brown. Shown below in women's Mustang Brown.



“No more foot pain, no more back pain. Every year I'll be purchasing a new pair. These are the only shoes I have found that help...”

WENDY S.

Slip-Ons

Skip the laces and stay on the go with easy on/off designs. Fighting foot pain has never felt so effortless.



STRIDE

Airy flexibility and sock-like comfort.

\$135 Shown in Heather Gray. Available in women's sizing in medium and wide widths. *Shop our full color collection online.*



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 Available in women's sizing. *Shop our full color collection online.*



KIVI

Transcend trends with a classic style in luxurious leather. KIVI slips on easily and supports your every step, so you can stay comfortable from work to travel.

\$165 Available in men's and women's sizing in medium and wide widths. *Shop our full color collection online.*



KIVI
\$165 Shown in men's Chestnut Brown.

Slippers

These ultra-supportive house shoes go above and beyond traditional slippers to deliver cozy warmth and sturdy support.



DRAFT
\$135 Shown in women's Black-Ruby Red.



Last
Chance

DRAFT

Backless design, supportive comfort.

\$135 Available in men's and women's sizing.
Shop our full color collection online.



+ more

LOFT

Cozy warmth meets sturdy support.

\$140 Available in men's and women's sizing.
Shop our full color collection online.



LOFT
\$140 Shown in men's Java Brown.

KURU | Heel Better™

4416 S Century Drive
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(877) 211-5878

KURUfootwear.com



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KURUfootwear.com

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To earn KURU Cash on all orders + Get free returns and exchanges

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