

Summer 2024

# KURU

Heel Better™



**QUANTUM 2.0**

Shown in men's Indigo Blue.  
See page 8.

★★★★★

"Absolutely the best. My  
feet never felt so good..."

ZELJKO Z.

**FLUX**

Shown in women's Smoke Gray-Orange Spice.  
See page 5.

**MOMENT**

Shown in men's Jet Black.  
See page 18.



# New *at* KURU

It's here! Our latest lineup—all with our patented tech.

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



**KALA 2.0**

Shown in women's Cocoa Brown.  
See page 11.

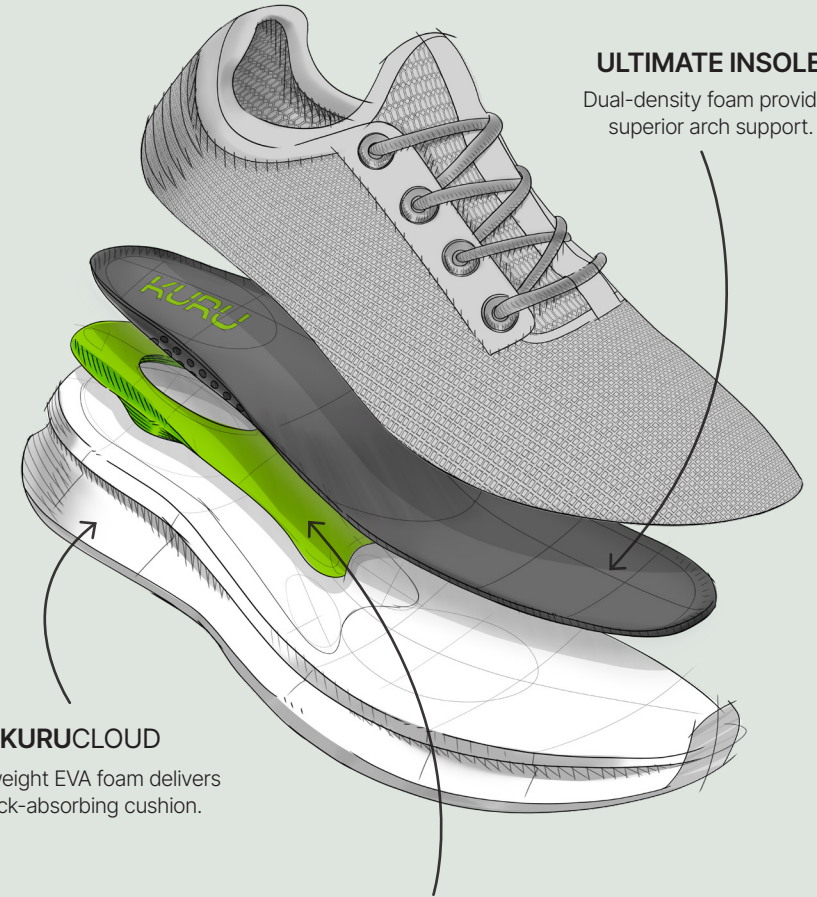


**FLEX Via**

Shown in men's Midnight Blue.  
See page 4.

# KURU | Heel the Difference™

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



**ULTIMATE INSOLE**

Dual-density foam provides superior arch support.

**KURUCLOUD**

Lightweight EVA foam delivers shock-absorbing cushion.

**KURUSOLE**

Patented tech dynamically flexes to hug and protect your heels.



# A Sneaker Revolution

Skip the heel squash with rounded tech that flexes with you. Sneakers shaped like your feet are the next evolution of modern footwear—and that future is here.



“Love the FLEX Via! I have arthritis & nerve issues in my left foot. I could feel a difference immediately after trying on.”

BONNIE C.

## 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



New Colors



## MEN'S & WOMEN'S FLUX

Our lightest, high-performing athletic sneaker. Fly through your workout with an energizing bounce and unparalleled pain relief.

**\$150**

Women's



Men's



Brand  
*new*

# 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 best-selling sneaker with an athletic fit and sleek design.

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



## MEN'S & WOMEN'S ATOM Trail

A lightweight trail shoe meets heavy-duty traction. Designed for hiking, perfect for every day.

**\$160**  
Shop our full color collection online.



## MEN'S & WOMEN'S ATOM Waterproof

Keep the dry in and the elements out with triple-layer, 100% waterproof technology.

**\$180**  
Shop our full color collection online.

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

# Less Pain, More Life

From work to the gym and everywhere in between, these sneakers deliver dynamic heel support so you can do more of what you love.



"These shoes have given me my life back!"

CJ

## 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.

**\$135**

Women's



Men's



# A Summer of Possibilities

Your heels don't have to hurt this sunny season. Experience sandals so supportive you won't want to take them off. Farewell, heel pain—hello, bucket list.

Brand  
new

## WOMEN'S CODA Mesa

CODA Mesa's buttery straps and super-supportive footbed will keep your feet going—from brunch to the boardwalk.

**\$135** Shown in women's 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 or luxurious leather.

**\$140**

Women's



+ more

Brand  
new



## MEN'S & WOMEN'S KALA 2.0

With so much support, you'll forget it's a flip-flop. Upgraded footbed, more traction, softer straps—same heel pain relief.

**\$100**

Women's



Men's



# Get Your Groove On

Nothing's more effortless than a slip-on. Spend less time with laces—savor a moment with the kiddos on your way out instead. KURU slip-ons prioritize heel support while they maximize efficiency. Win-win.

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



"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



New Color



## 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



MEN'S & WOMEN'S

## KIVI 2.0

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

\$160 Shown in men's and women'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, KURU work shoes keep your heels healthy and arches supported for safe, confident steps—all shift long.

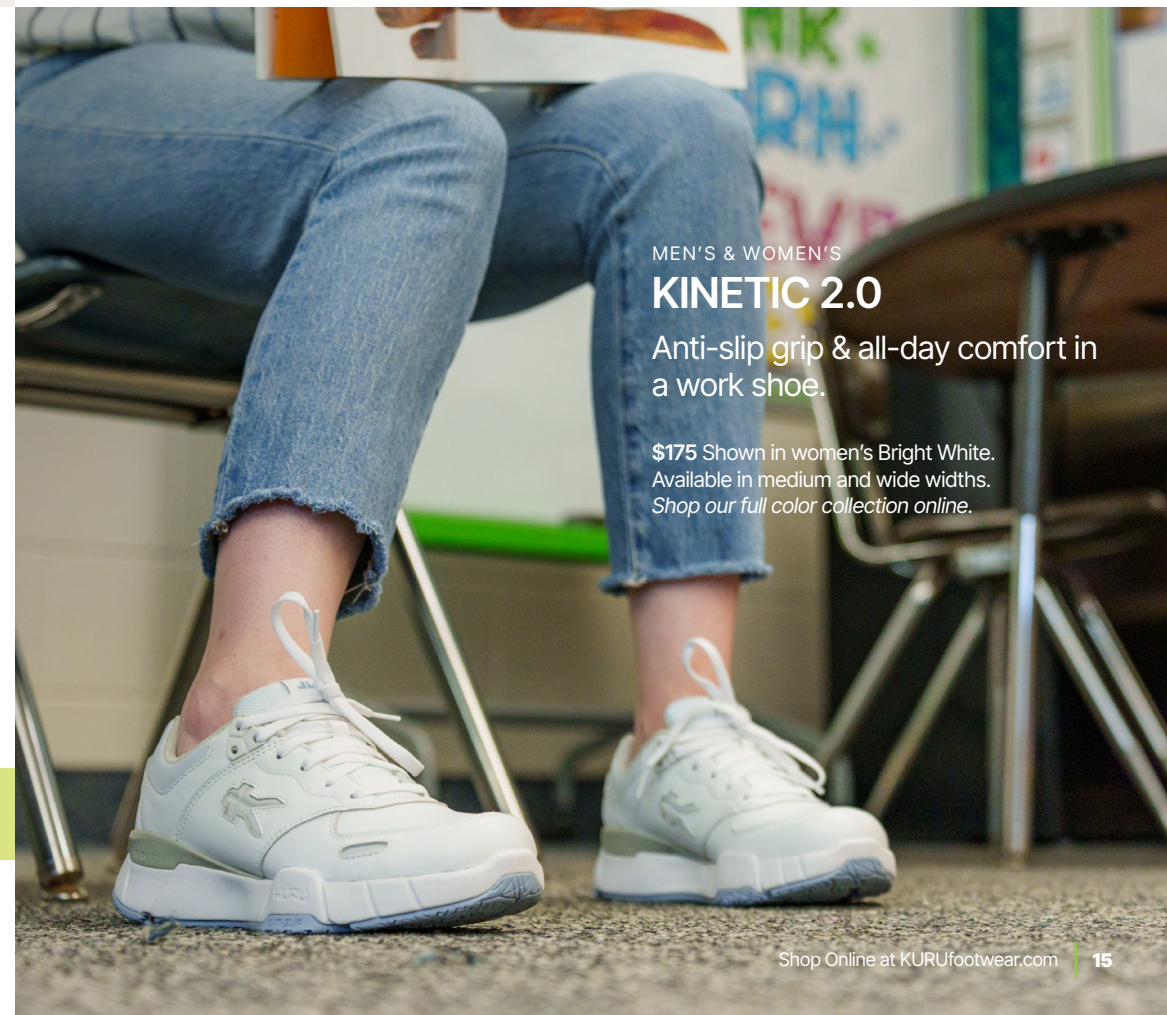
Shop online at [KURUfootwear.com/work](https://KURUfootwear.com/work)

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.





# Leave Pain *at the* Trailhead

Keep your machete at home—trailblazing just got easier. RIDGE Motion keeps you confident on tricky terrain with responsive heel cushioning and our most aggressive traction to date.



Brand *new*

MEN'S & WOMEN'S

## RIDGE Motion

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

\$180 Shown in women's Blue Haze-Orange Spice. Shop our full color collection online.



MEN'S & WOMEN'S

## TREAD

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

\$145

Women's



Men's



MEN'S & WOMEN'S

## ATOM Trail

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

\$160

Women's



Men's



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

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



MEN'S & WOMEN'S

## MOMENT

It's not memory foam—and that's a good thing. MOMENT delivers soft yet responsive support for lasting pain relief.

\$100

Women's



Men's



## KURU Stories

### MEET JOHNNY

**An avid outdoorsman who says KURUs help him keep moving after a spinal surgery.**

Johnny spent years working in a national park, combining long shifts on his feet with regular outdoor adventures.

"Over a few years of this it started to really wear on my body," he said. "I was trying tons of different shoes and insoles or knee braces. I just couldn't keep up. My body was healing slower than it was wearing down."

The aches and pains added up, until he finally needed spinal surgery. KURUs were the first footwear Johnny reached for during recovery.

"I noticed that my sciatic nerve was less stressed if I had my KURUs on," he said. "...I could not have made it without KURU."

**Johnny found relief and support at every step of his healing journey.**

"[KURUs] have been helping me heal every step of the way," he said. "If you are suffering from foot, knee, or spine problems: Just try KURU!! Don't wait."

# KURU

# Heel Better™

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

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



**RIDGE Motion**  
\$180 See page 16.

PRST STD  
US POSTAGE  
PAID  
KURU  
FOOTWEAR

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