

# KURU | Heel Better™

FALL 2023

**ATOM Trail**

*See page 7.*

A Note From Our Founder

# Welcome To KURU!

I'm Bret Rasmussen, Founder and CEO at KURU.

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 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*

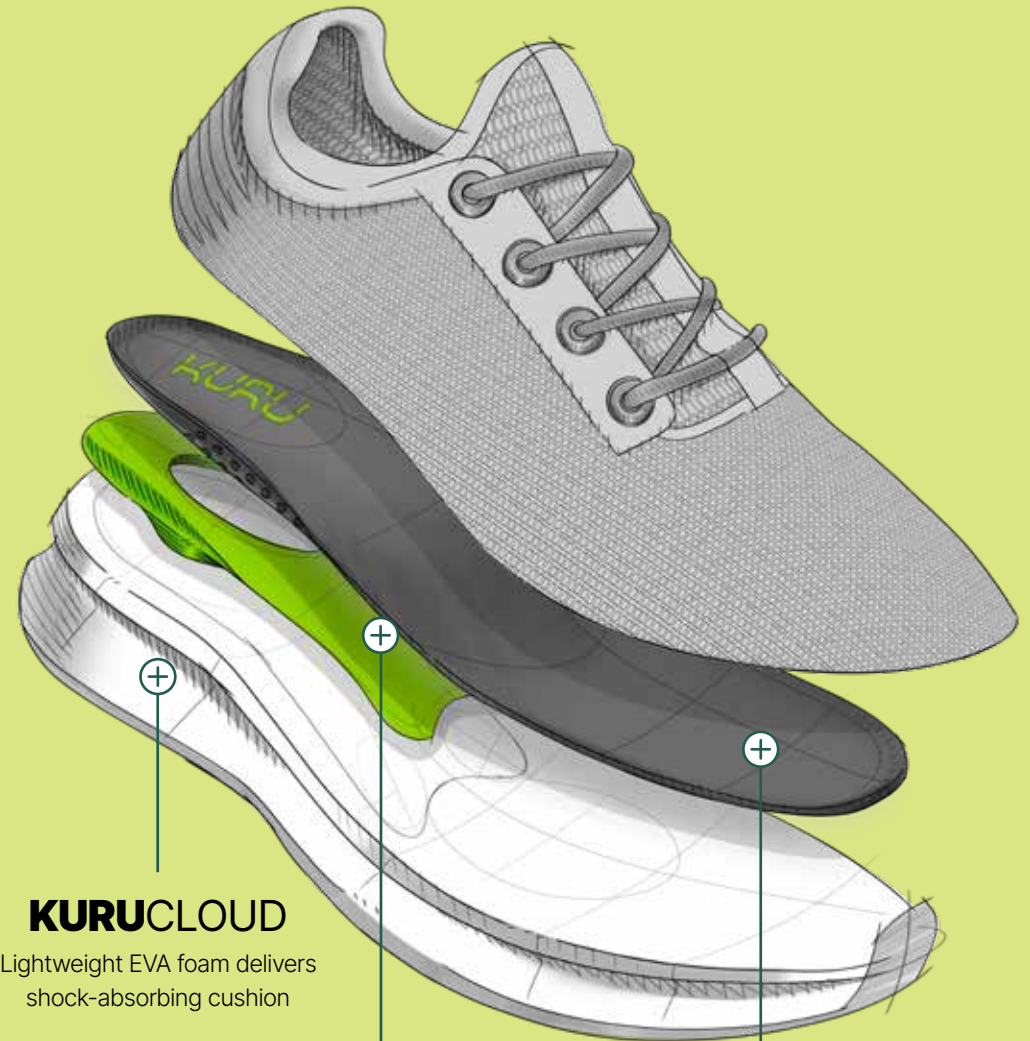
Bret Rasmussen Founder / CEO

**KURU**



# KURU

Heel the Difference™.



## KURUCLOUD

Lightweight EVA foam delivers shock-absorbing cushion

## KURUSOLE

Patented tech dynamically flexes to hug and protect your heels

## ULTIMATE INSOLE

Dual-density foam provides superior arch support



# SNEAKERS

Heel-hugging relief in every pair.



"These are by far the comfiest shoes I've ever bought!!"

LEANNE

## FLUX

Shown in men's Dove Gray-Orange Spice.  
See page 8 for details.

\$150



## QUANTUM 2.0

Shown right in women's Jet Black-Misty Blue, center in women's Dove Gray-Pale Lime, and below in men's Indigo Blue.



## QUANTUM 2.0

The ultimate walking shoe—now even better



Celebrating 10 years of fan-favorite QUANTUM, we bring you QUANTUM 2.0. This premium 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



# the **ATOM** COLLECTION

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



## **ATOM**

Our 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 Slip-On**

Step in effortlessly, and enjoy all-day comfort thanks to soft, breathable **NOVAKNIT** uppers that move with you.

**\$145**

Available in men's and women's sizing.

[Shop our full color collection online](#)



## **ATOM Trail**

Lightweight support, advanced traction, and sturdy construction for stability and support through every switchback.

**\$160**

Available in men's and women's sizing.

[Shop our full color collection online](#)



**STRIDE Move**  
Shown in Jet Black.



## STRIDE Move

A lifestyle sneaker perfect for everyday

**\$145**

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



## FLUX

Our lightest, highest performing athletic sneaker

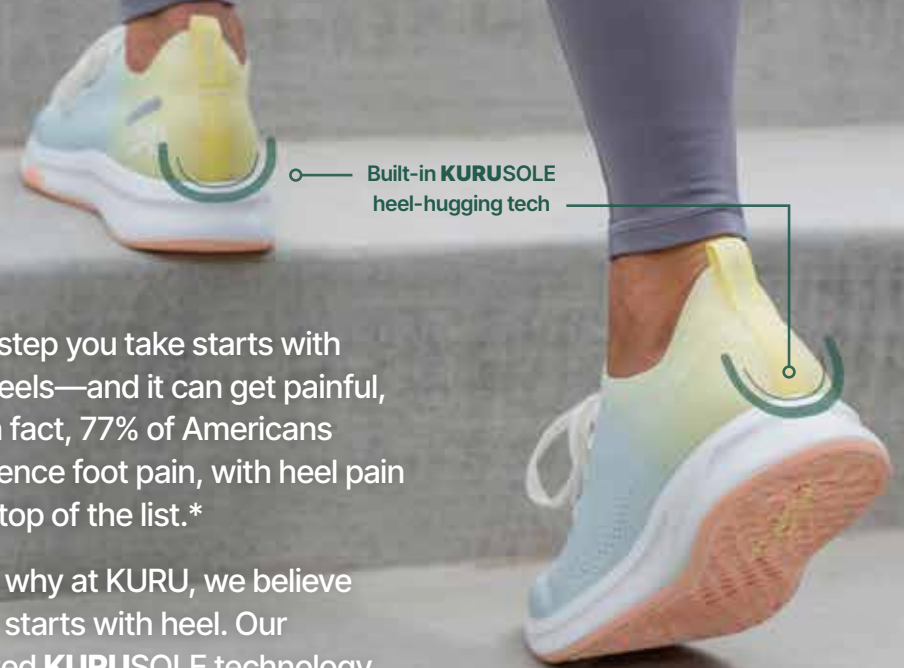
**\$150**

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



# 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

**FLUX**

Shown in women's Lime Sorbet-Mist Blue and on left in women's Mineral Blue.



**ROAM**  
Shown in men's  
Bright White.

## ROAM

An iconic court shoe reimagined  
for modern comfort

**\$125-\$135**

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

● ● ● ○ + more

## KINETIC

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

Tested to meet ASTM F2913-11 anti-slip  
standards, KINETIC features high-grade,  
slip-resistant rubber outsoles and a broad  
footprint for stability in every step.

**\$175**

Available in men's and women's sizing  
in medium and wide widths.

*Shop our full color collection online*

● ●



**KINETIC**  
Shown in women's  
Riveter Black.

★ ★ ★ ★ ★

"I work in healthcare & do 12 hour shifts  
where I walk over 10,000 steps. These  
are the first shoes I have ever worn to  
work that cause me zero pain."

**MARY V.**

# SLIP-ONS

Fighting foot pain has never felt so effortless.



**STRIDE**  
Shown in Heather Gray.

★ ★ ★ ★ ★

"Simple, sleek, soft! This is my sixth pair of KURUs, and may be my favorite. As comfy as a slipper, but completely supportive."

**KATHYRN Y.**

## STRIDE

Airy flexibility and sock-like comfort

**\$135**

Available in women's sizing in medium and wide widths.

[Shop our full color collection online](#)



## ROAM Atla

Ultra-supportive, classic slip-on

**\$125-\$140**

Available in women's sizing.  
[Shop our full color collection online](#)



**ROAM Atla**  
Shown in Sand.

**ATOM Slip-On**  
Shown in men's Midnight Blue.



## ATOM Slip-On

Our best-selling sneaker, now in a slip-on

**\$145**

Available in men's and women's sizing.  
[Shop our full color collection online](#)



# SLIPPERS

Sneaker support,  
slipper comfort.



## LOFT

Shown in men's  
Chestnut.

## LOFT

Cozy moccasin  
meets sturdy support

\$140

Shop our full color  
collection online

○ ○ + more

## DRAFT

Backless design,  
supportive comfort

\$135

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

● ● ● ● ● + more



## DRAFT

Shown in women's  
Black-Red Ruby.

# Made *for* Wide Feet

No matter what kind of foot pain you experience, tight-fitting shoes make things worse. That's why every pair of KURUs features a wide toe box—and our wide-width styles offer even more relief.





# BOOTS

## TEMPO

Shown in Rich Walnut.



A line of boots as comfortable as your favorite pair of sneakers.

## TEMPO

Fashionable slip-on ankle boot

TEMPO's tasteful accents add extra allure to the already luxurious, water-resistant leather. With a **KURUCLOUD** midsole and a full-length rubber outsole for durability, these boots help you go the distance.

**\$175**

Available in women's sizing.

*Shop our full color collection online*



## LUNA

Shown in Jet Black.

## LUNA

A completely comfortable Chelsea boot

This classic Chelsea boot slips on easily with stretchy side panels—then delivers consistent comfort from the office to dinner out on the town.

**\$165**

Available in women's sizing.

*Shop our full color collection online*



# ATOM Trail

Our best-selling sneaker goes rugged

\$160

See page 7 for details.



**ATOM Trail**  
Shown in women's Blue Fog.

# DO MORE OUTDOORS

Pain relief—even on the toughest trail.



"So comfortable that I don't want to take them off! I use them hiking, kayaking, walking & biking. LOVE THEM!"

**A. CATALDO**

## CHICANE

Rugged, supportive outdoor shoe built for adventure

\$165-\$175

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



## QUEST

An outdoor shoe with ankle support and **KURUSOLE** comfort

\$185

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



# KURU

# Heel Better™

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

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



PRST STD  
US POSTAGE  
PAID  
KURU  
FOOTWEAR



Free Shipping • 45-Day Returns & Exchanges

**QUANTUM 2.0**  
See page 5.

Buy online at  
[KURUfootwear.com](http://KURUfootwear.com)

Heel the Difference™  
of **KURUSOLE**.

