

120131 735 Women's



CATEGORY	PLATFORM	SIZES	WIDTHS	WEIGHT	CONSTRUCTION	AVAILABILITY	PRICE
PureProject	Anatomical 	Men's: 7-13, 14 Women's: 5-12	Men's: D Women's: B	Men's: 8.8 oz Women's: 7.2 oz	Strobel	01.01.13	\$100 USD

PROFILE

LIKE PEANUT BUTTER AND JELLY OR WATER AND ENERGY GELS, THE LIGHTWEIGHT CONSTRUCTION AND LUSH CUSHIONING OF THE PUREFLOW ARE A PERFECT MATCH. The key to blending the two is engineering comfort features in a lean manner like a shaped BioMoGo DNA midsole that gives your feet a cushy feel without added materials. Or a Nav Band that locks into the medial eye row to wrap the arch without underfoot bulk. It's a harmonious union that your feet will hunger for.

TECHNOLOGY



Tuned Density Midoles – We've tuned the density in our midsoles to better correspond with gender and weight categories, delivering a custom balance of cushioning that's not too soft or stiff.



Toe Flex – A toe box split allows the big toe to function independently and engage the runner's natural balance. Flexible materials empower a more efficient push off during the propulsion phase.



Nav Band – This flexible band wraps over the instep to comfortably secure the foot in place. The dynamic stretch provides just the right amount of reinforcement and conforms to individual foot shape and size.



Ideal Heel – Our signature inverted heel promotes a natural foot strike by landing in a more forward position on the foot. This aligns the runner's center of gravity and encourages optimal energy return.



BioMoGo DNA – BioMoGo, our earth-friendly midsole technology, is blended with Brooks® patent-pending DNA smart cushioning to create a springy return and custom comfort. This also reduces the use of energy and amount of waste by removing drop-ins.



Anatomical Last – Designed from an anatomical form, the shoe's shape contours the foot for a glove-like feel and provides support for every part of the foot.



120131 647 Women's



120131 613 Women's



110137 072 Men's



110137 815 Men's



110137 333 Men's