

## Discover the Power of Proprioception at the 16th Annual Running Event

(Barefoot Science announces inaugural exhibition at the annual Running Event trade show in Austin, TX. This global brand offers patented healing solutions for runners, athletes and people of all ages backed by 20+ years of science & research.)



**Austin, Texas Nov 15, 2022** ([Issuewire.com](https://www.issuewire.com)) - [Barefoot Science](https://www.barefootscience.com), a global company best known for its unique mid-arch strengthening system of insoles, is thrilled to announce its exhibition at the 16th Annual Running Event in Austin, TX.

Alongside other major brands like Nike & HOKA, Barefoot Science will be onsite for three days of networking and education at the **Austin Convention Center**; from **November 29th to December 1st, 2022**. The Running Event is the top trade show for **specialty running stores, retail brands & athletes** looking to connect and discover solutions for their stores & training systems.

Barefoot Science will be exhibiting its patented technology onsite with the objective of connecting with specialty running stores, athletes, and other forward-thinking brands, individuals & buyers. The brand focuses on healing solutions & performance enhancement. Barefoot Science is considered [the top choice for athletes](#) looking to improve balance, symmetry, and running efficiency, prevent injury and enhance their performance.

***“Our best-selling insert, Barefoot Science. Barefoot Science sells itself – people stop me in the community and thank me for putting them in a pair of Barefoot Science.”*** – Dave Johnson, Owner of New Sole Running (USA)

### **Stronger, With Every Step**

On average runners will miss 5-10% of their workouts each year due to injury of some kind - Barefoot Science wants to help change that statistic. The brand offers a patented, science-backed system that enhances strength & endurance and offers healing solutions to its users. As the only insole that boasts a measured [97.6% rate of successfully healing plantar fasciitis](#) – Barefoot Science is the top choice for runners and athletes of all ages.

Branded as an [in-shoe strengthening system](#), the company's insoles work to bring progressive exercise to the feet while wearing shoes, thus replicating the positive effects of walking barefoot on natural surfaces. **Barefoot Science is “an intelligent solution to an age-old problem that has never been solved by traditional orthotics or device-loaded shoes. Pain and dysfunction are caused by muscle weakness, so it follows that strengthening is the path to wellness.”**

Through rehabilitation and strengthening work, the team at Barefoot hopes to help individuals around the world build a better foundation for pain-free movement.

Ready to rediscover that Barefoot feeling? Can't make it to Austin for The Running Event? Use code [PRESHOW22](#) for 25% off your purchase of Barefoot Science

**Schedule a 15-minute pre-show meeting with the Barefoot team [HERE](#).**



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