Ga Ga

Crystal

Batch

Beige

Black

Black

Polkadots

Accessory

Flower

Leopard

Corsage

Swarovski

Orange

Turquoise Blue

Introduction of ASIPITA

In recent years, designers of footwear have shifted their focus to creating more fashionable shoes which place a burden on the feet and interfere with their normal functioning. Moreover, this also places an enormous burden on the entire body. The economy class syndrome as well as flat feet from a very young age are becoming significant issues in our society.

ASIPITA was inspired by an old Japanese type of footwear called “waraji” (straw sandals) and it was developed as a support for toes using a brand new concept. It is said that in the Edo Period of Japan, people would wear the waraji to walk the fifty-three stages of the Tokkaido road and the journey would take 3 months. Whether this is true or not is highly questionable, however, the function of these waraji hides a very important hint, more precisely, the “sandal thong” effect.

ASIPITA was developed based on the medical clinical data by Dr Yukihiro Matsuyama Associate Professor at the Nagoya University School of Medicine. ASIPITA is an innovative and revolutionary support for toes which is completely different from any traditional foot supports and exhibits the unprecedented “sandal thong effect of the waraji”.

The basic premise is that the “ASIPITA applies stimulation between the first toe and the fifth toe thanks to the ‘sandal thong’ effect and stimulates the natural movement of the toes”, which helps to uniformly distribute the entire body weight which is applied to the bottom of the feet. ASIPITA has 3 major effects as follows.

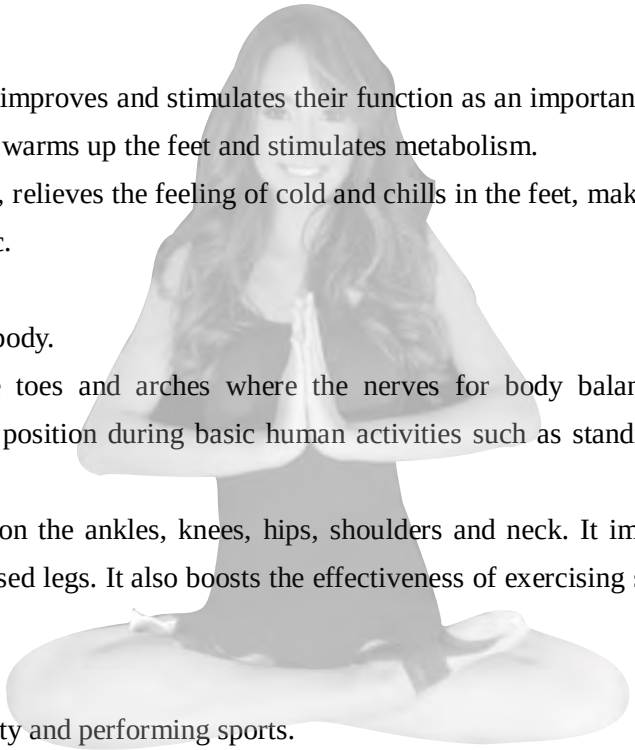
1. Reduces the adverse effects of the shoes on the feet and improves distribution of the entire body weight which is applied to the bottom of the feet, so that it is not concentrated on one portion of the foot only.

It improves the normal functioning of the feet after being compressed by wearing shoes. It relieves the feet from the compression applied by the shoes and soothes the discomfort in the feet produced by bunionette, hallux varus, flat feet fallen transverse arch, floating toe, corns, calluses, ingrown toenails, hammertoe, etc. As a result, it promotes the feet’s primary functions of standing, walking, running and relaxes the feet.

2. Improves and stimulates blood circulation.

Feet are said to be the body’s second heart and ASIPITA improves and stimulates their function as an important pump which pumps the blood. This improves blood circulation, warms up the feet and stimulates metabolism.

This suppresses the onset of the economy class syndrome, relieves the feeling of cold and chills in the feet, makes skin beautiful, and enhances stamina for performing sports, etc.



3. Improves and stimulates the balancing function of the body.

ASIPITA improves and stimulates the working of the toes and arches where the nerves for body balance are concentrated and which maintain the body in a straight position during basic human activities such as standing up, walking, and running.

It corrects distortions of the body and it reduces strain on the ankles, knees, hips, shoulders and neck. It improves posture as well as humped shoulders, bowed legs and closed legs. It also boosts the effectiveness of exercising such as performing sports.

These 3 effects prove to be very effective for health, beauty and performing sports.

Traditional foot supports use taping for tightly binding legs or feet and pulling into shape, which causes strain on the body. The effects of such supports are temporary and it is hard to move. ASIPITA does not bind the feet, instead you simply put it on. ASIPITA helps improve and stimulates the primary functions of the feet from within the body itself, in a gentle and natural way. As a result, the effects are long lasting and the movement of the feet becomes light, which all in all makes ASIPITA an innovative solution.

Foot Support

アシピタDX silicon

美脚 Body

Beautiful Legs

Beautiful legs and slender body begin with your feet

Natural exercise

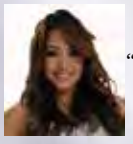
Enjoy a new sensation beautifully,delightfully

美脚 Make

Body Make

Refreshes your legs and feet, refreshes your body thanks to these 3 effects New sensation, beautiful legs, great feeling

1.Promotes beautiful walking technique by solving problems caused by applying too much body weight on one portion of your feet.



"I feel great and that makes me very happy"

◎ Helps alleviate pain in your feet

◎ Promotes beautiful walking technique and relaxes your feet and body

2.The heat produced when moving your feet or when exercising warms up your feet and will make your skin feel more moist.

◎ Provides relief for cold feet and warms up feet

◎ Relaxes plump feet

◎ Moisturizes dry skin on heels

3.It stabilizes feet allowing them to maintain body balance uniformly, helping release tension from the body and relax and shaping beautiful legs and body line.

◎ Helps shape slender beautiful legs

◎ Helps shape a body line with a beautiful posture

ASIPITA works by applying moderate and pleasant stimulation between the toes and helps relieve discomfort from foot associated problems that women are faced with through natural exercise and basic functioning of the body. It will make your feet feel warm and relaxed as well as produce a balancing effect for the body which helps stabilize the feet and a relaxing effect which helps ease body tension, shaping beautiful legs and a slender body line. ASIPITA is dressy and made of soft materials, and does not bind your feet, gently supporting your legs and body in a brand new manner that is healthy and helps shape beautiful legs.

★Wear ASIPITA DX everywhere and anywhere with socks, shoes or sandals.

For best results, make it part of your daily wardrobe.

Sandals

High heels

You can enjoy the effects of ASIPITA in the following activities:

◎ Yoga, Pilates, fitness, dance, etc.

◎ When relaxing in a stone sauna, or at a beauty salon

◎ When commuting long hours in a vehicle, when doing desk work in an office or standing up long hours in a shop, when going shopping, when feeling cold feet while sleeping

◎ When walking, running a marathon, golfing, playing tennis, mountain hiking, etc.

size／S=21cm～23cm
M=23cm～25cm
L=25cm～27cm

color／black,brown

QUALITY			
	out side	NYLON	95%
		POLYESTER	5%
	inside	COTTON	75%
		POLYESTER	25%
	belt	POLYURETHANEその他	

ashipita seach

[Product & Sell]
Iwashouorimono Co.,Ltd.
16Ban 17Gou 5Choume Meieki Nakmuraku
Nagoya Aichi 450-0002 JAPAN
http://www.asipita.com

Our Beautiful Legs Beautiful Body

ASIPITA

◎ Relief for cold feet Sales person 30 years old

My job involves standing all day long and I would often feel discomfor t in my feet and also, my feet were cold.I wear ASIPITA at home. It helps spread my toes after wearing shoes all day long and it feels very comfortable wearing it. I wear ASIPITA even at night and it helps relieve the cold feeling in my feet and in the morning I feel refreshed

◎ Feet feel lighter Homemaker 41 years old

I tried it for the first time yesterday at the stone sauna. It helped spread my toes and that felt good. I also felt it enhanced the effects of the sauna and the instructions state that legs will have more strength, so I started wearing it even when taking walks. I was very surprised with how comfortable it felt when walking.

◎ Feet feel refreshed, I feel great Flight attendant 29 years old

After a flight, my body and feet feel exhausted. Once I am in my room at the hotel I wear ASIPITA and I massage my feet. I wear ASIPITA on my bare feet and my feet feel warm and snug. When I walk around the room, I feel that it slowly applies pleasant stimulation to the bottom of my feet.

◎ Feet feel warm and fuzzy Office worker 27 years old

I wore ASIPITA during my Pilates class. My feet felt warm and fuzzy. I heard that if you wear it continuously, it improves your body balance, so I decided to wear it even outside my Pilates class.

◎ Helps promote a stable posture and you feel relaxed Fitness instructor 34 years old

I started using ASIPITA during my training class and I feel my posture is more stable, my body moves moresmoothly and even when I work hard all day my body feels light.

◎ Shapes beautiful legs Model 22 years old

After I finish my modeling job, my legs always feel plump, however, after I started using ASIPITA, this feeling disappeared and my legs feslim and beautiful.

Medical

Nagoya University Hospital
Doctor of Medicine/Orthopedic Surgeon
Yukihiro Matsuyama Associate Professor

He announced in a research paper for the medical community that from a medical standpoint "ASIPITA warms up the feet and soothes chills in your feet"

Ergonomics

Graduate School of Engineering at Nagoya University
Kazunori Hase Associate Professor

He announced in a research paper for the Italian community that from the point of view of motor strength the "ASIPITA increases the motor strength of the feet"

I want beautiful legs and beautiful posture!

I want to have slender legs and maintain my body line. This is every girl's wish. How to make your wish come true? You can go to a beauty clinic, apply smoothing products or spend your money and time to obtain other temporary effects.
However, in order to obtain a radical and longlasting effect, it is important to ensure your feet work properly and are kept in good health. ASIPITA is the most basic and fastest step towards a healthy and beautiful body.

Tones up your feet through moderate stimulation and natural reflex movement

Asipita

This epoch-making invention,as the only one of its kind anywhere on earth, faces nocompetitors. Gently acting from inside your body, it eliminates all the basic causes of foot discomfort.

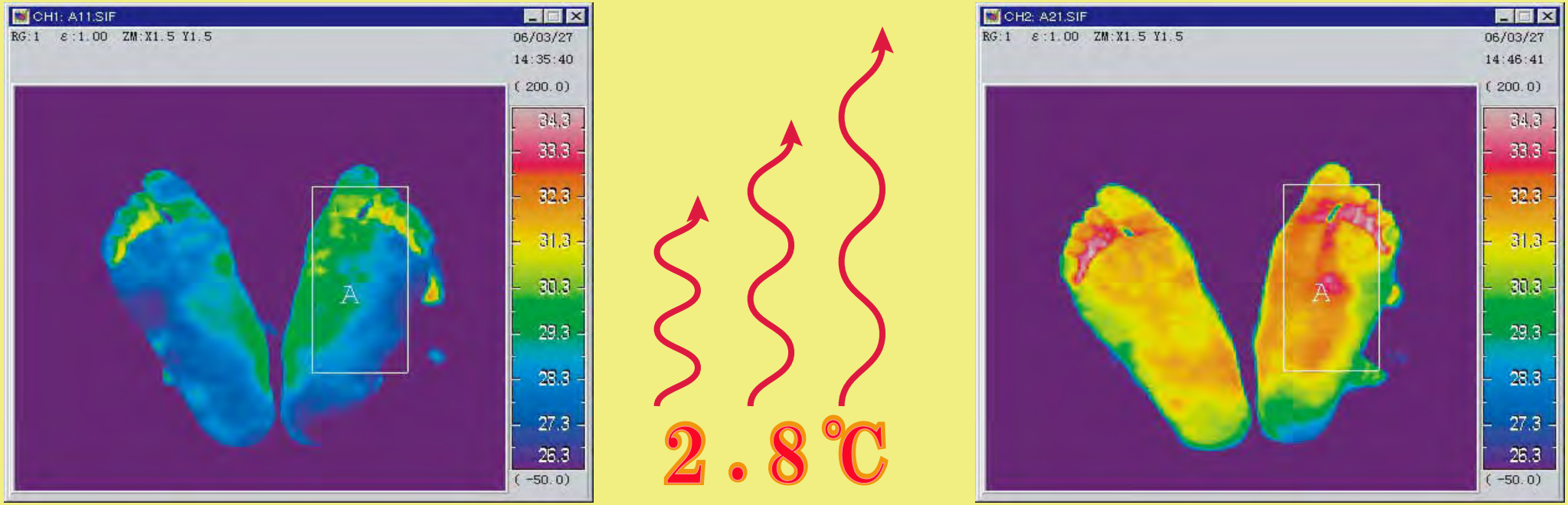
Other Supporters

They are designed based on the concept of taping; compressing part of your body from the outside to support your feet by anchoring them firmly in place. Tight and hard, they cannot eliminate the fundamental causes of foot discomfort

Take off your shoes and wear Asipita for one day.
You can enjoy running and other vigorous exercises

1、Improves your blood circulation, warming your feet.

Test of the warming effects of using Asipita



Before use　Rising body temperature　After use

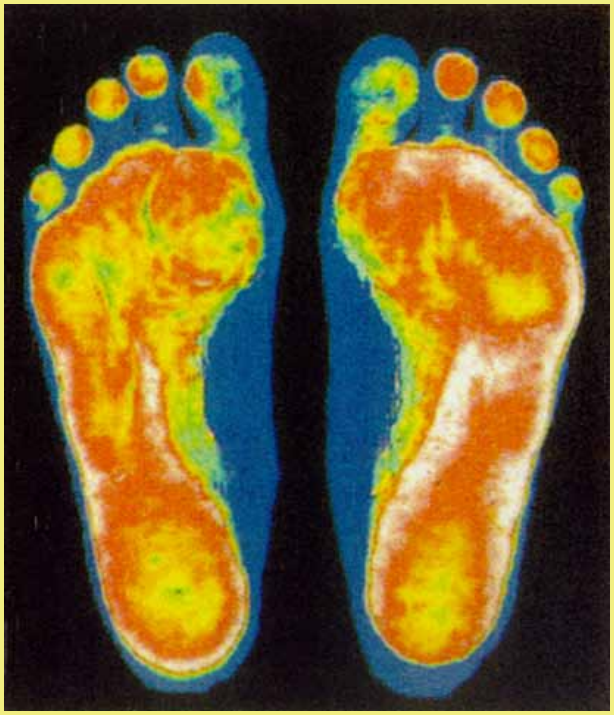
- ◎ Warms your feet.
- ◎ Refreshes your swollen legs.
- ◎ Moistens the dry skin on your heels.

Moving your feet naturally will promote your blood circulation, warming your feet from the inside.

2. It will end foot distress, letting you enjoy walking in comfort.

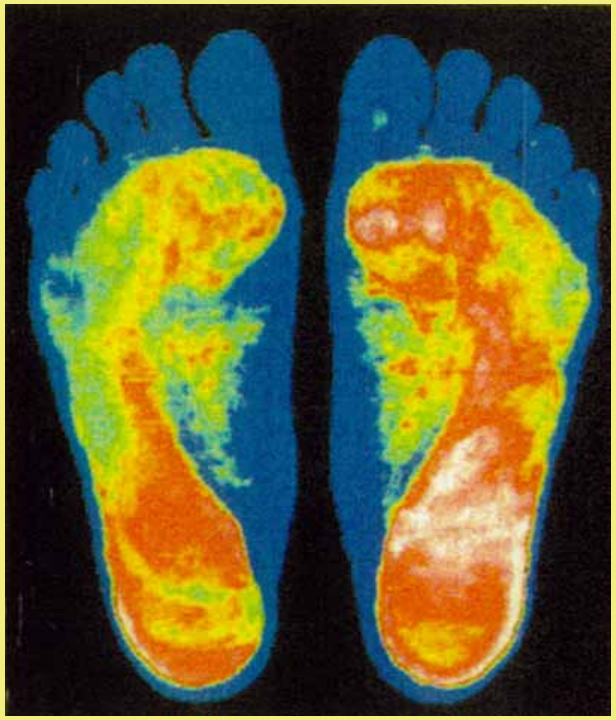
Total weight of your body borne by your feet.

Wearing Asipita



Weight is well balanced
Foot distress ends,
letting you enjoy walking in comfort.
Healthy feet and happy feet

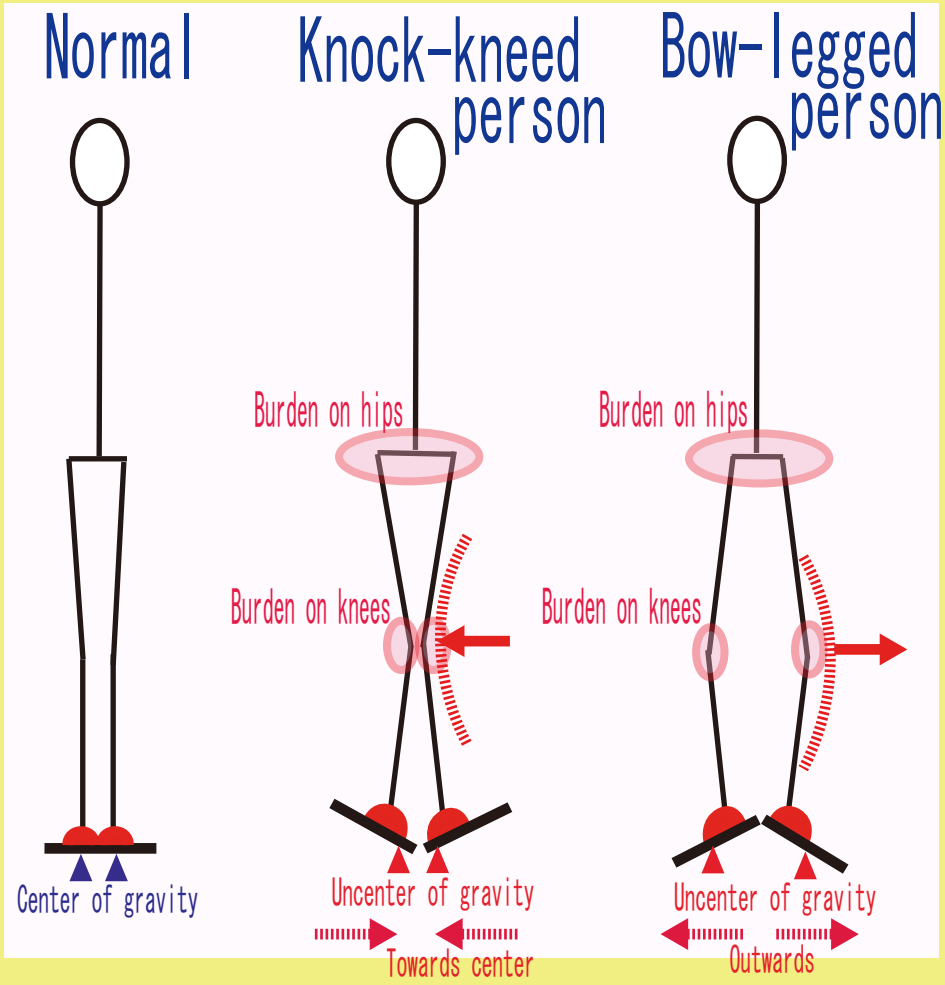
Not wearing Asipita

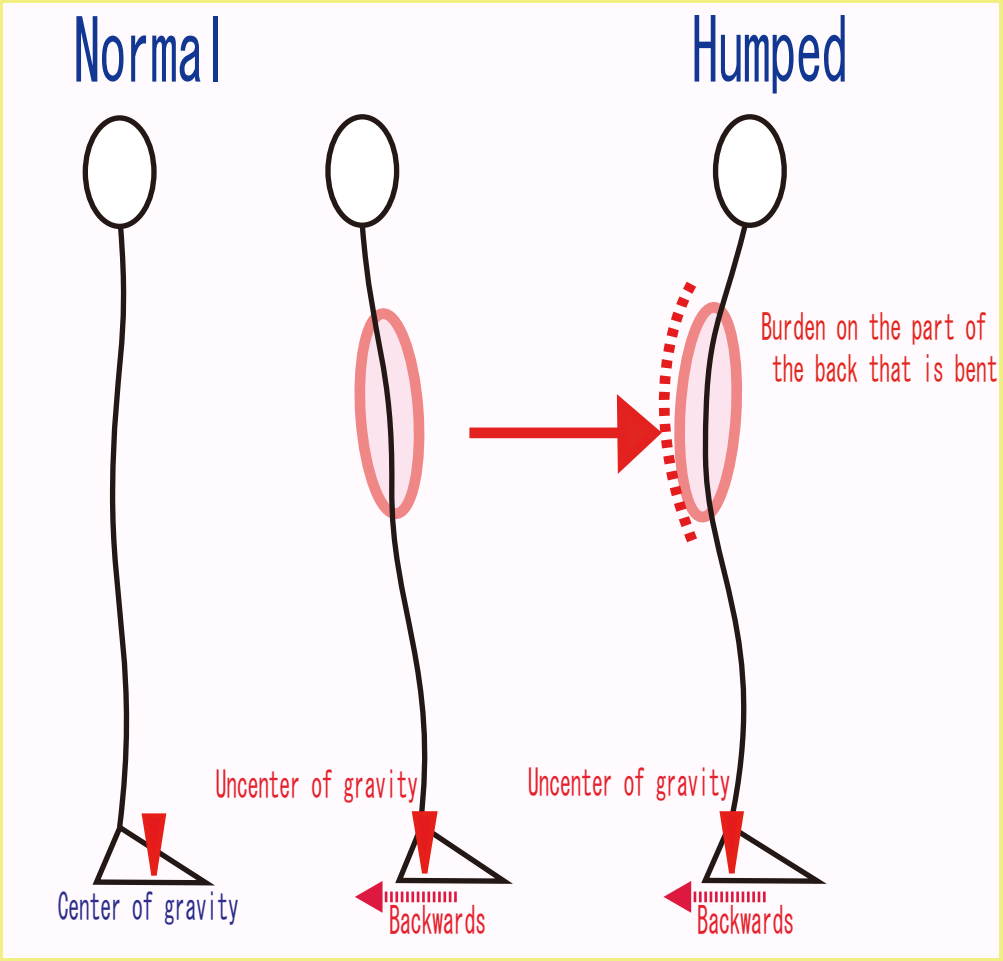


Weight borne unevenly
Causes unpleasant foot problems
Hallux valgus, flat feet,
foot corns, and calluses

Distributes the body weight borne by your feet, ending the basic causes of foot discomfort.

3.Beautiful posture and beautiful legs, neatly and beautifully,





◎ Slender beautiful legs

◎ The body line of a beautiful posture

Balances your body, relieving strain.

Verified at the University of Nagoya, the home of a succession of Nobel Prize Winners.

Doctor
Yukihiro Matsuyama
Professor
at Nagoya
University Hospital

Verified from the medical perspective

The oxygen saturation of the gastrocnemius muscle and your feet rises.

Blood circulation of the lower extremities peripheral circulation improves.

Announced at a medical conference.

Improvement of the lower extremities peripheral circulation by exercising your toes.

The state of oxygen in legs was monitored by near-infrared spectroscopy

NIRSとは

Near-infrared spectroscopy

NIRS uses the light absorbency characteristics of hemoglobin and myoglobin at the specified wave length of the near -infrared rays to measure changes in the oxygen concentration of tissue.

Verified at the University of Nagoya, the home of a succession of Nobel Prize Winners.

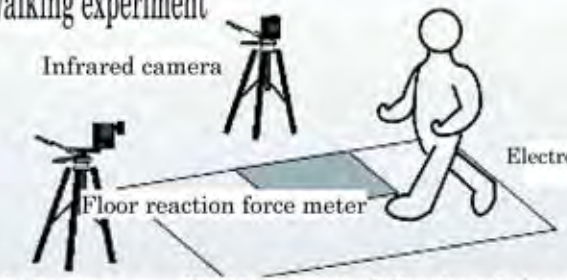
Motion dynamics analysis of the impact of foot gear made to simulate straw sandals on body motion.

Doctor Hase Kazunori
Associate Professor of Mechanical Science and Engineering, Graduate School of Engineering, Nagoya University

Verification from the perspective of motion dynamics

Experiment

(1) Walking experiment



(i) Basic factors	Walking speed, sliding length (pace), walking cycle
(ii) Foot shape	Foot arch angle, toe gap
(iii) Kicking force	Maximum floor reaction power forward and perpendicular
(iv) Smoothness	Knee joint angle jerk, foot joint angle jerk, foot pressure center locus length
(v) Muscle activity	Muscle activity at 8 locations including the gastrocnemius muscle

Reduces the gap between toes and improves kicking power while walk

encourages motion of the feet

Announced at a conference in Italy

Location the marker is worn


Toe gap

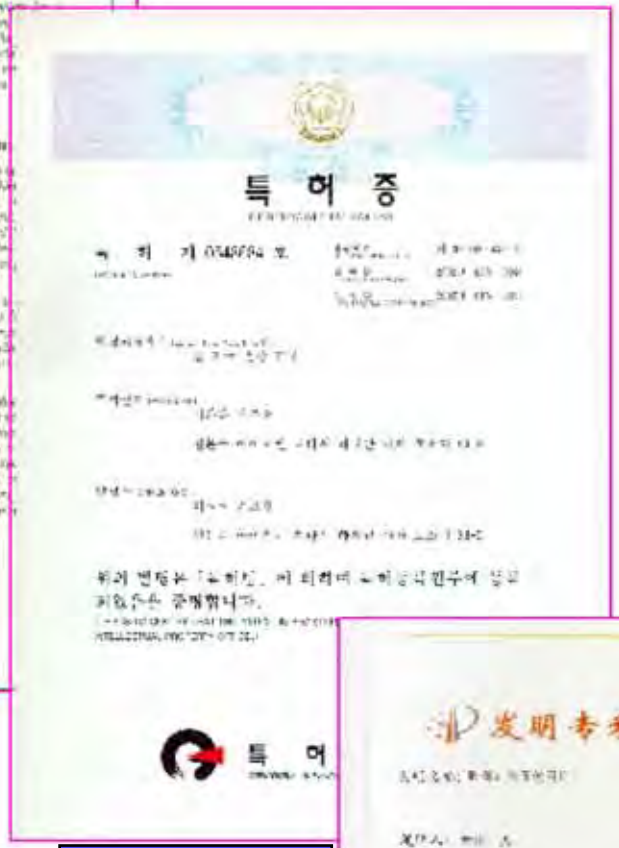

Foot arch angle

Revolutionary Invention First Recognized in Japan, then around the world

Patents approved in four countries

Japna

United States



Korea

China

ASIPITA

Works gently and naturally on your bodyand it is the only fashionable and functional product which reveals beautiful legs.

Helps relieve “cold” and “swollen feet” in 5 minutes.

Helps shape healthy feet, beautiful legs and posture.

How it works

ASIPITA applies adequate stimulation to feet which will trigger a natural movement in response to such stimulation. This in turn causes muscle contraction, more precisely, contractionof the abdominal muscles that shape up feet and legs. This movement improves blood circulation and helps your immune system fight “cold” and “sweliing” caused by blood congestion (blood accumulates in feet and legs) in a way that is natural, gentle to your legs and feet and without actively engaging you. It also helps your feet generate heat, which will keep them warm.

This natural movement makes your toes work and distributes the pressure by shifting the body weight to the toes to balance the entire body and ease the strain on your feet.

This helps relieve discomfort associated with bunions, corns,calluses,flat foot, fallen transverse arch, and the like which occur due to an imbalance in the entire body weight which is placed on the bottom of the feet (to much pressure of the body weight is focused on one portion of the feet). Your feet will feel extremely relaxed and will not feel fatigued.It will provide stability in your feet which will help balance your body and correct strain on your legs and body, helping you shape beautiful legs and posture.

Biomechanical Effect of *Waraji*-Like Footwear on Walking and Standing

Daisuke KAJI, Kazunori HASE , Weishi LI, Yosuke HIRATE, Masayuki TOMEKI, Goro OBINATA Dep. of Mechanical Science and Engineering, Nagoya Univ., Japan
Kazuo IWATA Iwasho-Orimono, Inc., Japan
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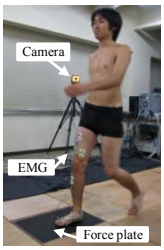
Introduction

Many footwear and shoes claimed as effective tool of promoting health and rehabilitation have been invented. However, there is little evidence found in many cases. We had an opportunity to evaluate footwear invented by inspiration from *Waraji* (Japanese traditional sandal). The purpose of this study was to investigate the effect of this footwear from biomechanical point of view.

Waraji (Japanese traditional sandal) Proposed footwear

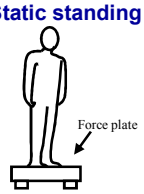
Experiments

First, 10 healthy adults were recruited as subjects. Biomechanical data of the subjects with the footwear worn were compared to those with the bare feet in 3 types of motion.

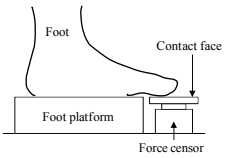


● Walking Kinematic data and ground reaction force were collected from a motion capture system (MAC3D) and a force plate. Electromyograms (EMG) of 8 channels were also measured from main muscles on the lower body.

● Static standing



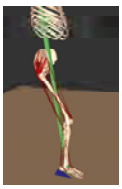
● Hallux bending



Then, as an intervention, we asked subjects to wear the footwear for 30 days as long as possible. After the intervention, the same experiments were conducted.

Data processing

The following performance indices were computed: walking basic parameters (gait speed, stride length and gait cycle time), arch angle, gap between toes, maximum ground reaction force, jerk of knee and ankle angles, trajectory length of center of pressure (COP), iEMG, trajectory length of COP in static standing and maximum force in hallux bending.



To estimate internal mechanical loads such as joint torques, we used the inverse dynamics method and a 3D musculoskeletal model (SIMM; MusculoGraphics, Inc.). Using the model, joint torques, muscle forces and contraction speeds of 15 muscles were calculated.

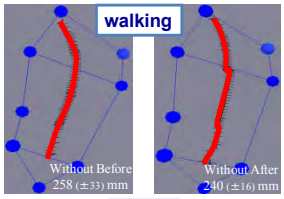
Furthermore, we calculated the energy consumption as following equation.

$$Energy\ consumption = \frac{\int_0^{gait\ cycle\ time} (Basal\ Metabolic\ Power + \sum^{15} Muscle\ Work\ Rate)dt}{Body\ Mass \cdot g \cdot Stride\ Length}$$

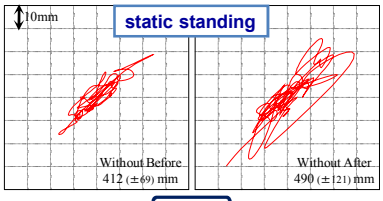
Results

The below figures show the results which have significant differences about intervention effects.

●Trajectory length of COP

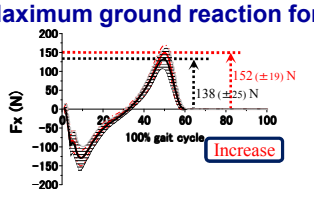


Decrease

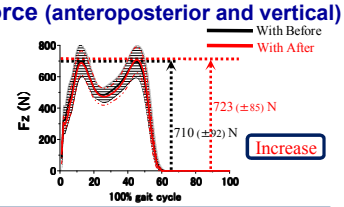


Increase

●Maximum ground reaction force (anteroposterior and vertical)



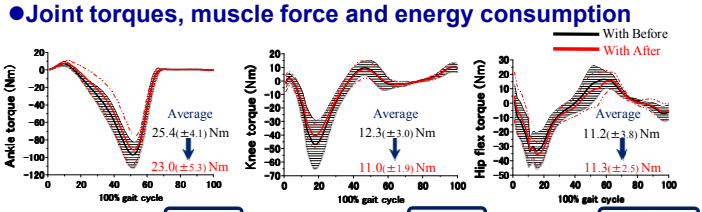
Increase



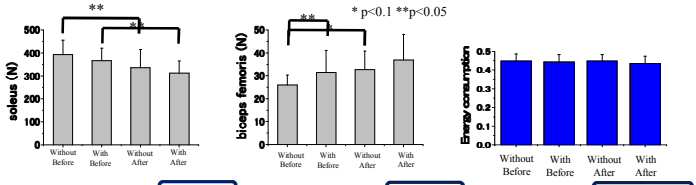
Increase

- trajectory length of COP in walking : decrease → more stable
- trajectory length of COP in static standing : increase → less stable
- maximum reaction force : increase → driving power increase

●Joint torques, muscle force and energy consumption



Decrease Decrease Not change



Decrease Increase Not change

- ankle and knee torques, and soleus : decrease → distant parts are less active
- hip torque and biceps femoris : increase → proximal parts are more active
- energy consumption : not change → total motion is not changed

●Result of Wilcoxon ranks sum test

** p<0.05, * p<0.1		Without-With Before	Without Before-After	With Before-After
Walking	Gait speed[mm/s]			
	Stride length[mm]			
	Gait cycle time[s]			
	Arch angle[deg]		(+)*	(+)*
	Gap between toes [mm]	(-)**		
	Maximum reaction force: Fx[N]			(+)**
	Maximum reaction force: Fz[N]			(+)**
	Jerk of knee angle ($\times 10^{12}$)[rad^2/s^5]			
	Jerk of foot angle ($\times 10^{12}$)[rad^2/s^5]	(+)*	(+)**	(+)*
	Trajectory length of COP in walking[mm]		(-)*	(-)**
	iEMG(gastrocnemius) [V·s]			
	Musculo-skeltal model: Ankle torque [Nm]		(-)**	(-)**
	Musculo-skeltal model: Knee torque [Nm]			(-)*
	Musculo-skeltal model: Hip torque [Nm]			
	Musculo-skeltal model: Soleus [N]		(-)**	(-)**
	Musculo-skeltal model: Biceps femoris [N]	(+)**	(+)*	
	Musculo-skeltal model: Energy consumption			
Trajectory length of COP in static standing[mm]			(+)**	(+)*
Maximum force in hallux bending [N]				

Discussion

●Hypothesis of the footwear's function

We assume that **motions of toes are restricted** because of its structure when wearing this footwear. Thus, subjects are apt not to use toes after intervention.

●Relationship between the result and hypothesis

In static standing with footwear, ground contact area is smaller. So subject might be unable to stand stably. In walking, however, the smaller ground contact area is, the shorter trajectory length of COP is, because the body balance is maintained dynamically in walking.

If subjects do not use their toes so much, position of the reaction force is closer to the ankle joint. So ankle and knee torques and soleus muscle force decreased significantly.

Distant muscles and joints will be less strained

On the other hand, the other parts of the body would make up for restriction of toes' motion, because energy consumption is not changed. Ground reaction force and muscle force of the biceps femoris increase significantly

Proximal muscles and joint will be more active

Ashipita

BLACK

3800yen

ORANGE

3800yen

FLOWER

4500yen

BEIGI

3800yen

BLUE

3800yen

SWAROVSKI

4500yen

Company Profile

Name	*IwashouOrimono Co.,Ltd.*
1Address	*6-17 5Choume Meieki Nakamuraku*
ZipCode	*450-0002*
State	*Aichi*
City	*Nagoya*
Country	*JAPAN*
Phone	*81-52-583-1155*
Fax	*81-52-586-1163*
E-mail	*iwashou@asipita.com*
HomePage	*www.asipita.com*
Capital	*1200million yen*
Establish	*September 01 1953*
Emploee	*5*
Business	*Product Health & Beauty goods*
Bank	*MitsubishiTokyoUFJ BANK*
Customer	*MitsukoshiIsetan DepartmentStore*
	Matsuzakaya DepartmentStore
	Toukyu Hands
	QVC JAPAN
	Jupiter Sopechanel
	SHC-USA