



SWISS MADE
UNDER ISO 9001 & 14001



Go further for longer,
pain free!

 **SHOCK
TECHNOLOGY**

 **Dispositif Medical Classe 1**
Directive EEC/93/42
Medical device Class 1



SWISS MADE
SHOCK GO FIRST & BEST

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Why?

In the past, humans walked bare footed on natural ground, which in most cases was soft, and absorbed most of the shock created by the human step. Nowadays, most surfaces that are used to walk on are hard, such as bitumen, concrete and ceramic tiles, and rather than absorbing energy, they tend to reflect harmful shock waves back into our body.

This is technically known as negative energy.

Negative energy is transmitted by vibrations and will reach our nervous system causing permanent micro-traumas. These in turn promote the development of tendinitis, osteitis, and micro fractures, to name a few, which lead to soreness of the feet, hips, knees, back and lower head joints.

The vibrations travel through tendons to muscle areas, forcing them to work against their natural dynamic movement. This results in persistent fatigue that leads to, amongst other things, swollen limbs.

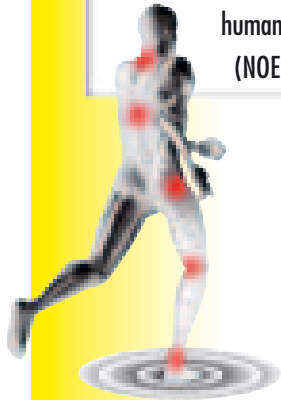
It was expressly for this reason that NOENE® insoles were invented, as they effectively stop 94% of harmful shocks and vibrations from being reflected back into the body.



SWISS MADE
SINCE 1950 FOR 18 YEARS

NOENE® material

NOENE® is a vibration absorbing elastomer made of crystalline micro-cells. It is a new type of material, which is part of the rubber family, but differs from traditional elastomers by exhibiting several special characteristics. The 2 central features of NOENE® are its rubber like elasticity and its innovative capacity to absorb shock and vibrations. These 2 features work hand in hand to effectively trap and diffuse negative energy. The NOENE® material was initially created for the heavy industry in an effort to reduce the wear and tear caused by vibrating machinery (it is currently being used in the Milan Subway to stop vibrations from damaging the structure of the Milan Cathedral "Duomo di Milano". This attests to the quality of the NOENE® material, which is able to withstand repeated large pressures caused by trains, on a daily basis, without any performance loss). The results were so successful the inventors of the material knew the same qualities would be equally as effective on humans, particularly in chiropody. **NO** Energy **NE**gative (NOENE®) soles were developed by William Piccione.



NOENE®: for who?

- **Children:** from an early age, children regularly play sports on hard surfaces and often carry heavy schoolbags, which increase the impact their feet have upon the ground.
- **Adults:** especially sportsmen and women - who may have heard of the problems associated with impact forces - but are not aware, a simple, effective, non intrusive and durable solution exists.
- **Those who work daily on hard surfaces:** nurses, tradesmen, barmen, agents, policemen and many others who walk long distances every day without realising the damage being caused to their bodies due to the repeated impact of walking on hard ground.
- **Seniors:** who, due to their age and weakening bodies are generally a lot more sensitive to these negative energies.

Did you know?

The NOENE® material is produced in Switzerland under the strict ISO 9001 quality control criteria as well as the ISO 14001 for better environmental protection.

NOENE® is not produced at low cost by children in Asia, Africa or South America.



NO2

Integral 2 mm
95 kg maximum

The insole is made entirely
of thin NOENE® material

Suited for all sports and activities
for users under 95 kg,

Above 95 kg: we recommend ref. NO4

Ideal for walking, running, football,
rugby, hockey, tennis, and all indoor sports

Key points

- NOENE® shock absorbing material
- Suite any shoe type
- Care: hand-wash with a mild soap
- Sizes for 36 to 50 - (UK sizes 3 to 15)
- Guarantee: 2 years



TC4

4 mm Heel pads

The heel pads are made entirely of NOENE® material

Ideal for walking, jogging, basket-ball,
football, tennis, and indoor sports

Key points

- NOENE® shock absorbing material,
with adhesive tape
- Suite any shoe type (sports or city)
- Care: hand-wash with a mild soap
- Size 1 (35/37) UK 2/4 - size 2 (38/40)
UK 5/7 - size 3 (41/43) UK 7/9
- size 4 (44/46) UK 9/12
- Guarantee: 3 years



Integral 4 mm
95 kg and up

NO4

The insole is made entirely of extra thick
NOENE® material

Suited for all sports and activities
for users over 95 kg,

Less than 95 kg we recommend NO2)

Ideal for indoor, outdoor
and extreme sports, such as running,
tennis, football, rugby, parachuting
and paragliding, as well as for military
and special force personnel

Key points

- Extra thick insoles
- Suite any shoe type
- NOENE® shock absorbing material
- Care: hand-wash with a mild soap
- Sizes: for 39 to 50 - (UK sizes 6 to 15)
- Guarantee: 3 years



AC2

Replacement insole
"ATLAS CARBON"

Replacement shock absorbing insoles
with reinforced arch support

Ideal for all sports and activities

Tested in extreme conditions

For walking, running, tennis, football...

For use as a replacement for the original shoe insoles

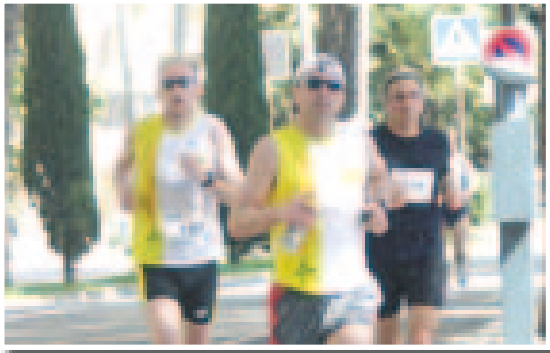
Key points

- Replacement insole from NOENE® with carbon fibre arch
reinforcement. Ergonomic, flexible pre-shaped sole with
2 NOENE® inserts at the heel and metatarsal arch
integrated in an ultra high tech composite foam base
- Care: hand-wash with a mild soap
- Sizes: for 36 to 46 (UK sizes 3 to 11)
(to 50 on special inquiry)
- Guarantee: 1 year
- DO NOT FOLD THESE INNERSOLES

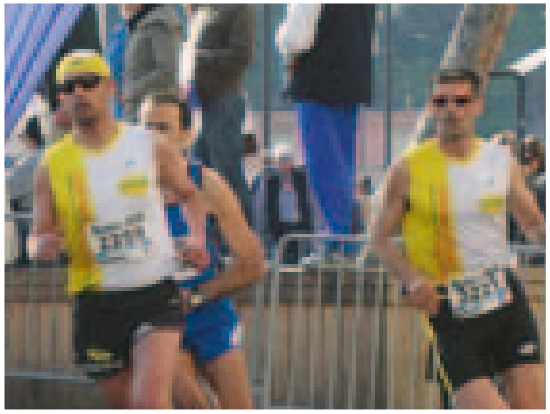




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Every day the family
of NOENE® "testers" gets bigger:
soon we will have 500 runners on the road...



NOENE® tester community





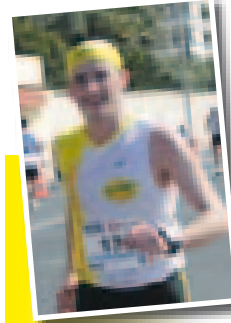
Juan Carlos Pradas

"For several years now, the joy of running has brought me to various places in Europe and Africa (...) I made the switch to "Atlas Carbon" insoles, after I was convinced they provided a real protection against injuries. I now use them all the time as they effectively stop all shocks and vibrations. Without them a whole year of training could result in injury, and dash my dreams of exploring new places. (...) Three weeks after finishing a Raid, I ran a 6 hour race without it even hurting me. Even though I was exhausted I didn't need to see the physio. I find there are two advantages in using Atlas insoles... they protect me in a tangible way, and give me a mental edge, since I know they are made of hi-tech materials, which have been proven scientifically."



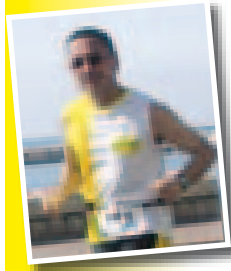
Corinne Zanieri

"I have been running and keeping fit for the last 15 years. In 2002 I gave myself a new challenge: to participate in Raids in countries that I have always dreamed of visiting (...) Because Raids are such long races, and are so physically demanding, I set out to find the very best materials to assist me and optimise my training sessions. (...) This quest led me to the NOENE® insoles. Since I have tried them, I can't do without them and bring them with me everywhere. I even use them in my skiing boots."



Alain Pages

"Before I came across the Atlas Carbon insoles, I didn't run long distances in order to minimise the pain in my legs. Today, I use the Atlas insoles and could not live without them. I can now run long distances without my legs hurting!"



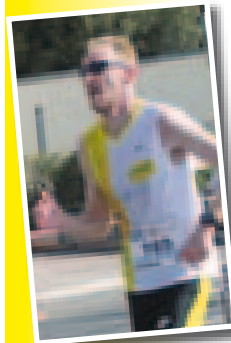
Jean-Louis Fournier

"(...) For the last few months, I have been suffering from a recurring pain in my left heel. However, since I have been using the NOENE® Atlas Carbon insoles for training and races, the pain has completely gone. (...) Many thanks to NOENE® for helping me run again without pain."



Jean-Luc Fitzailo

"(...) I love sports and want to stay fit, so I run 3 to 4 times a week (40 to 60 km) and participate in 10 to 21 km races. I use NOENE all the time and put them in my runners and walking shoes."



Jean-Marie Dibalsky

"I have been using the Atlas Carbon insoles for over 3 years now. They are very comfortable, especially for long distances and intensive workouts (...) They are very good at protecting my feet from impact shocks. I must admit, I was skeptical at first, but now I am completely won over."





Wear your NOENE® INSIDE
but advertise it with pride:
stick it to your footwear!



Also available: a nice embroidery

Receive them free of charge.
Simply send us a return stamped envelope.

NOENE® *it's also for city*

 **city** Line

EL2

Designed for
open dress shoes

Lady NOENE® 3/4 length shock-absorbing insoles

Suited to city activities

Ideal for every-day walking

Especially designed for ladies shoes, a 3/4 size sole is ideal for dress shoes as well as high heel shoes. A double sided tape is provided to achieve the perfect fit

Key points

- NOENE® insoles, shock absorbing material with adhesive tape
- Care: hand-wash with a mild soap
- Sizes: T1 (36/37) UK 3/4 - T2 (38/39) UK 5/6 - T3 (40/41) UK 7/8
- Guarantee: 1 year



LG2

Designed for
city footwear

Men's/Ladies NOENE® shock-absorbing insoles

All city activities

Ideal for the everyday walking

Key points

- NOENE® insoles, shock absorbing material
- Men's or ladies fit
- Care: hand-wash with a mild soap
- Sizes: T1 (36 to 39) UK 3/6 - T2 (40 to 42) UK 7/8 - T3 (43 to 46) UK 9/12
- Trim to exact fit
- Guarantee: 1 year



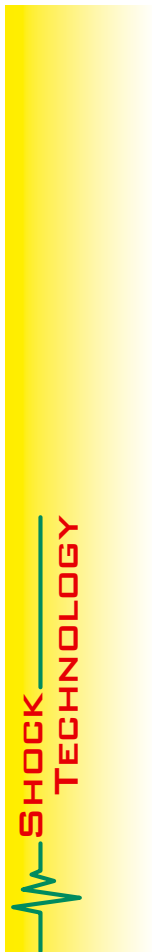
**NOENE® is a brand
and secret formula owned by:**

MEDIADEM S.A.

45, boulevard des Moulins

MC 98000 MONACO

contact@noene.com | www.noene.com



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