

# THUASNE SPORT UNVEILS ITS NEW RANGE OF COMPRESSION PRODUCTS DEDICATED TO ROAD AND TRAIL RUNNING

CALLED RUN/TRAIL, IT COMBINES DESIGN, COMFORT AND EFFICACY AND IS "MADE IN FRANCE"

Running is now the most popular sport worldwide. In France, there are estimated to be more than 13 million<sup>(1)</sup> runners. Over the past few years, the trail format and "nature" races have developed significantly, with 60%<sup>(2)</sup> of runners planning to take part in this type of race in 2020.

Anticipating this trend, Thuasne Sport has developed a venous compression range suitable for running on both roads and uneven trails.

## THE EFFICACY OF COMPRESSION WITHOUT THE RESTRICTIONS

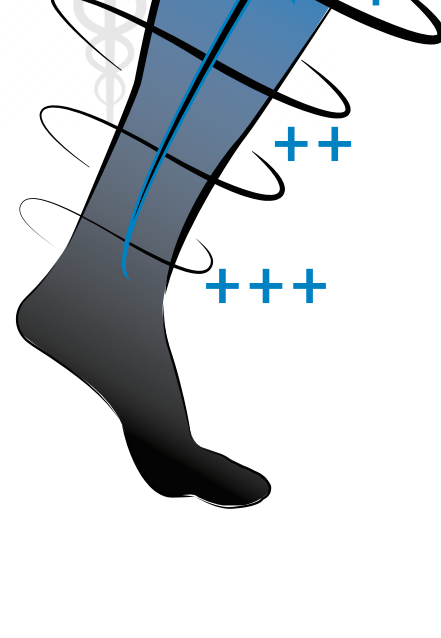
In 2019, 36%<sup>(3)</sup> of competing runners were equipped with compression socks and/or calf sleeves, the figure having increased steadily in recent years. However, the percentage is lower in "leisure" runners, at around 15%<sup>(2)</sup>.

Venous compression sometimes gets a bad reputation : feeling of excessive compression, products difficult to put on and take off, etc. In addition, dedicated sports compression products can be off-putting or seem too technical for moderate runners. Yet, with every stride, the impacts are extremely hard on the joints, tendons and leg muscles and **compression can help relieve this strain.**

Thuasne, specialist in medical venous compression, now shares its expertise with athletes, proposing what is known as "graduated" compression<sup>(3)</sup>, the only type recognised by the French national health insurance system to effectively stimulate venous return in the lower limbs.

Graduated compression **accelerates the return of blood to the heart** so that it can be reoxygenated and sent back to the body more quickly, helping to improve muscle recovery. Compression also supports the calves and tendons during exercise.

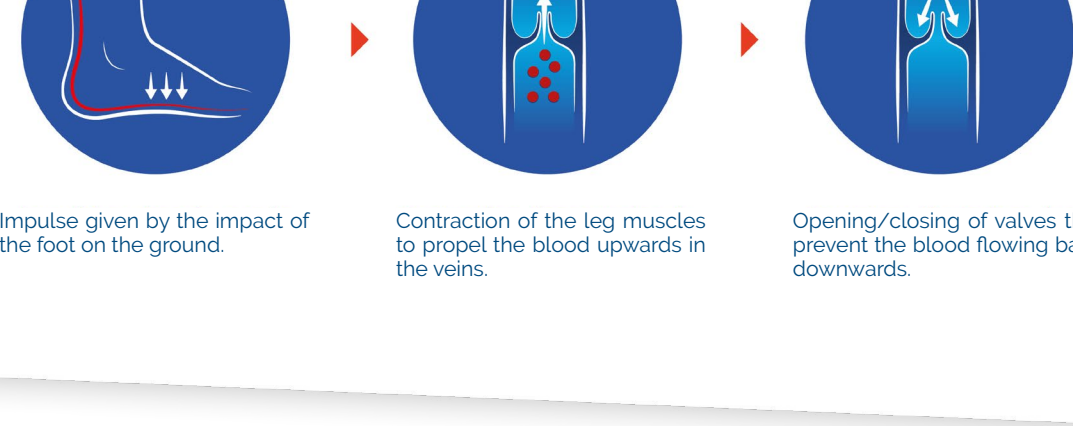
Thanks to their expertise, Thuasne's R&D teams have also achieved the right balance in the composition and design of this range, proposing products that are comfortable and easy to wear while maintaining the efficacy of class 2<sup>(3)</sup> graduated compression.



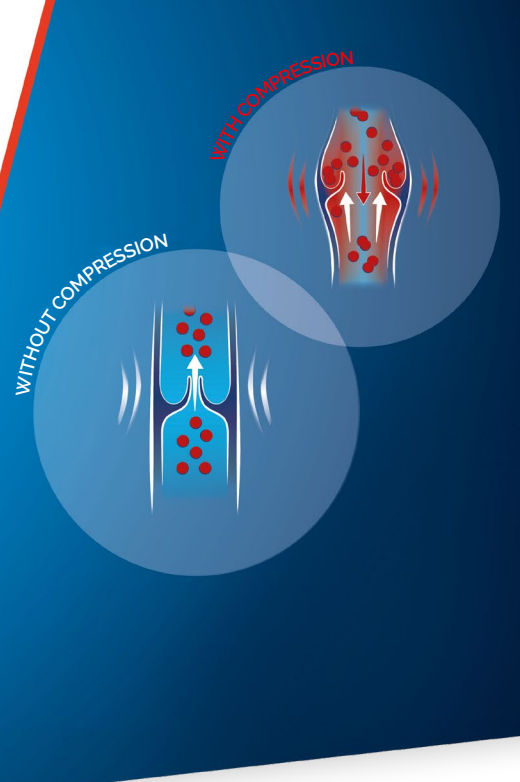
## WHAT IS GRADUATED COMPRESSION?

A process inspired by our medical expertise: the strongest compression is around the ankle, reducing as it rises up the calf to beneath the knee. This helps oxygenate the muscles more effectively, slow the development of cramps and enable easier recovery between sessions.

### 3 STEPS OF VENOUS RETURN FROM THE FOOT TO THE HEART:



### The effect of venous compression



## A COMPLETE RANGE SUITABLE FOR ALL RUNNER PROFILES

The run/trail compression range consists of 4 products, 3 for exercise and 1 for recovery: a choice that should satisfy every type of runner. In addition to the classic calf sleeves and long socks, Thuasne Sport proposes an exclusive new product: "mid" socks, triggering compression and supporting the ankle tendons while leaving the calf free.



ACTIV long socks  
Unisex & women's colours  
Recommended retail price: €49.95

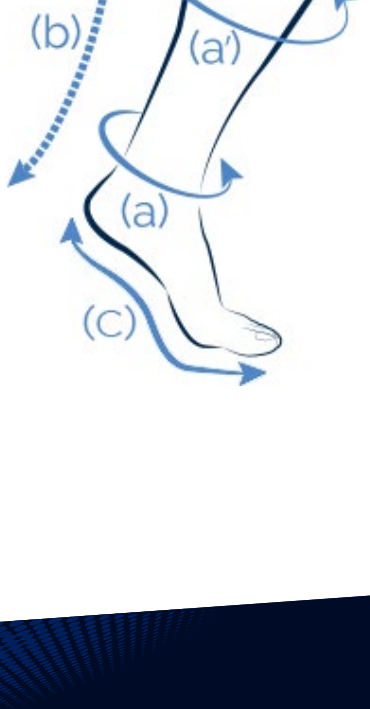
ACTIV calf sleeves  
Unisex & women's colours  
Recommended retail price: €39.95

ACTIV mid socks  
Unisex & women's colours  
Recommended retail price: €29.95

Recovery socks  
Unisex full black  
Simple and discreet for everyday wear  
Recommended retail price: €49.95

## AN INTERMEDIATE SIZE CHART TO FIT ALL MORPHOLOGIES

To be effective, a compression product needs to fit as closely as possible. That is why Thuasne has developed intermediate sizes taking into account the circumference of the ankle and calf, the length of the tibia and the shoe size.



### 4 ankle circumferences correlated with the calf circumference

| (a) et (a')              | S     | M     | L     | XL    |
|--------------------------|-------|-------|-------|-------|
| Ankle circumference (cm) | 19-22 | 22-25 | 25-28 | 28-31 |
| Calf circumference (cm)  | 32-41 | 35-44 | 38-47 | 42-51 |

(b) 2 tibia lengths: < 44 CM / > = 44 CM  
(c) 3 shoe sizes: 35-38 / 39-42 / 43-46

## A FASHIONABLE DESIGN SERVING EFFICACY

The colours criss-cross and balance one another in a delicate palette of shades. For men, classic black is paired with the brand's signature blue, while for women, an elegant off-white is combined with an ultra-fresh ice blue. These harmonies form the new sports compression basics.

From the top of the sock and on the sides, the brand name envelopes the leg, close against the skin, illustrating its determination to take care of the health and comfort of all. The two chevrons framing the calf convey the properties of constancy, firmness and protection provided by Thuasne sports compression.

The design of the stitch pattern, accentuated by very contemporary colour blocks, gives the sock a "retro-modern" spirit that makes every stride more dynamic.



Particular attention has been paid to the foot part of the sock, reflecting the product's technical nature. It is composed of a mix of yarns and fibres knitted together in sets of specific stitches and zones centred over the areas under the greatest strain during exercise.

The ankle is emphasised by two boldly contrasting stripes, red for men and coral for women. They mark the key point of action of the graduated compression resulting from the brand's medical expertise.

## A TECHNICAL AND COMFORTABLE FOOT PART

Particular attention has been paid to the foot part of the sock, reflecting the product's technical nature. Hence it is composed of different zones, offering specific support and shock absorbance centred over the parts under the greatest strain.

- The elastic knit prevents friction and slipping inside the shoe.
- The **compressive band** in the middle serves to adjust the length depending on each runner's morphology.
- The heel and the toe are knitted using reinforced yarn to improve the product's resistance and durability.

## TARGETED PROTECTION FOR THE ANKLE AND ACHILLES TENDON

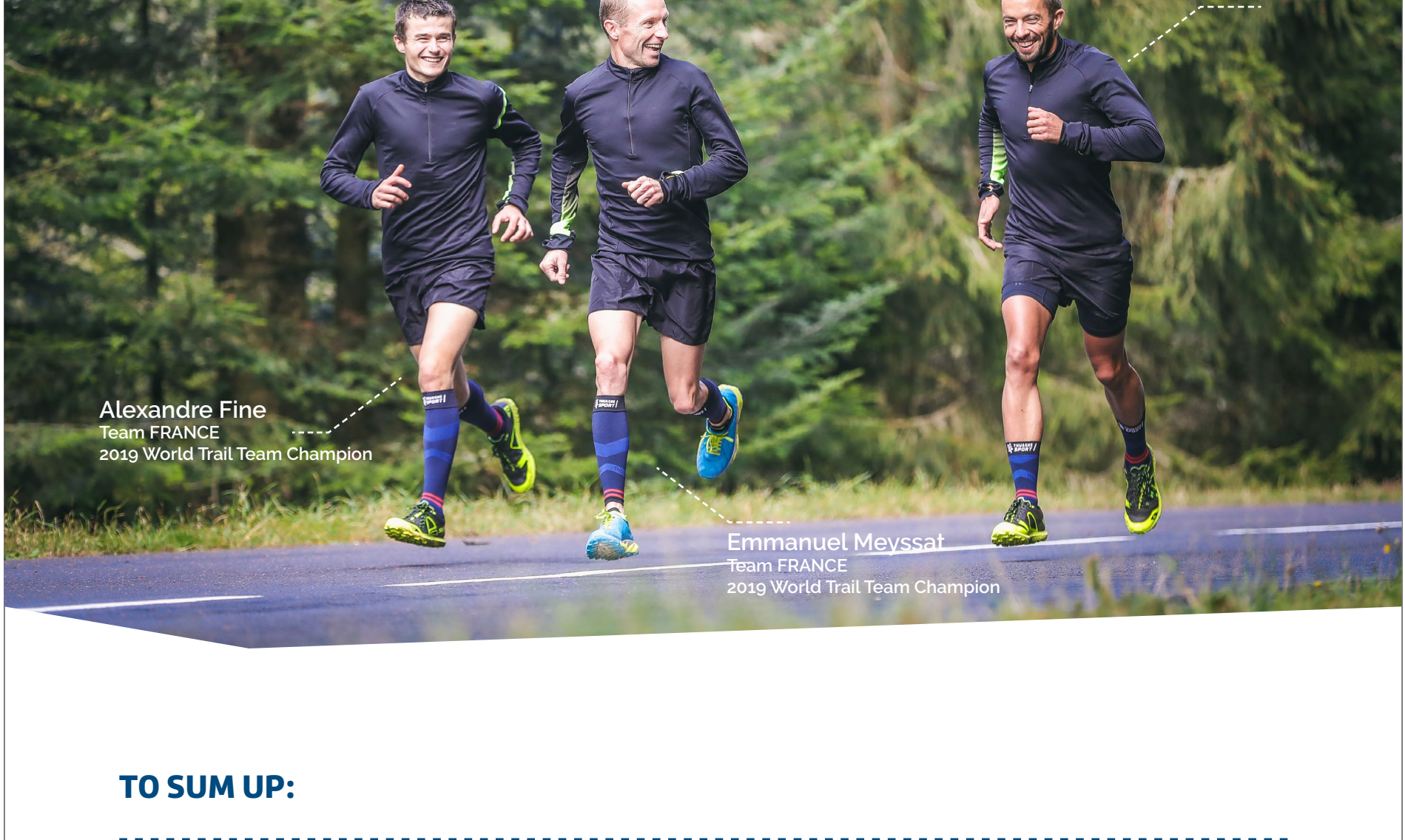
The zone over the **Achilles tendon and ankle bones** has been specifically worked, with differentiated compression. The targeted support of the whole ankle provides a feeling of reassurance with every stride.

## HIGH-QUALITY YARNS

Each product is composed of an **Aquarius NILIT®** wett yarn, known for its high moisture absorbing capacity and durability<sup>(4)</sup>. The stitch yarn is a **high-tech recycled silver yarn** resulting from a collaboration between **Polygiene®**, the world leader in anti-odour and antibacterial yarns<sup>(5)</sup>, and the **Sinterama®** Group<sup>(4)</sup>.

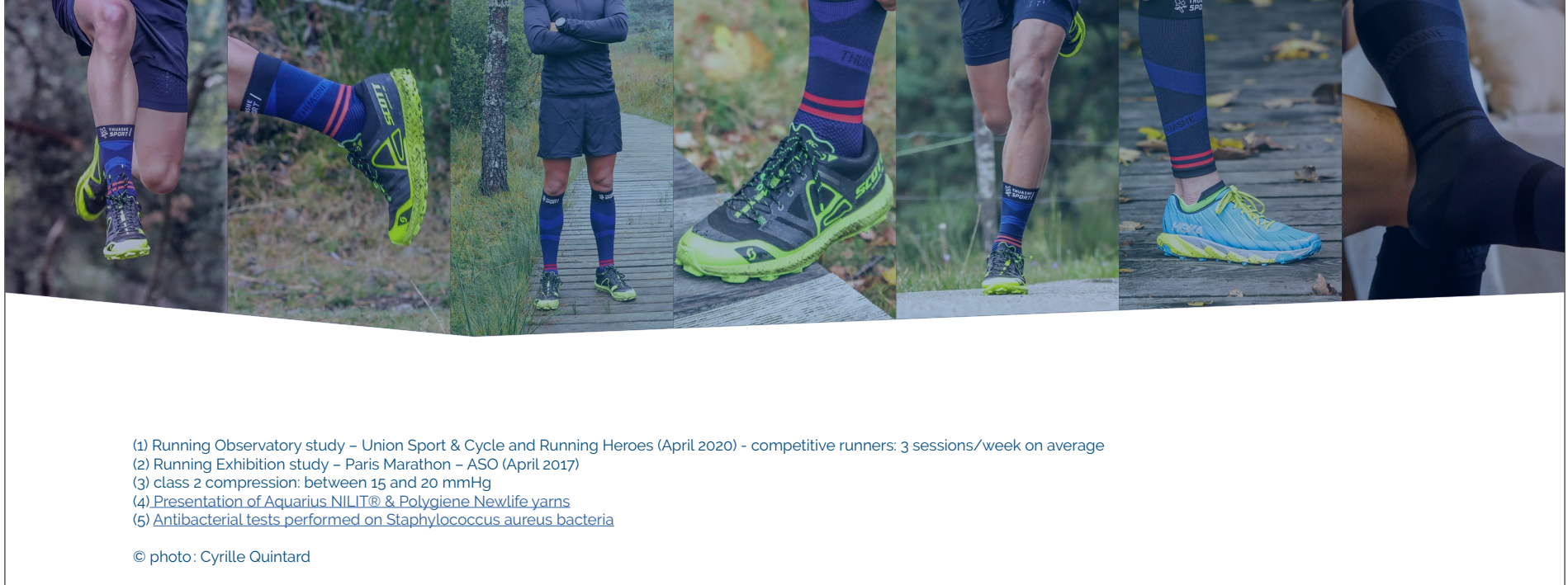
## PRODUCTS DEVELOPED IN PARTNERSHIP WITH WORLD-CLASS ATHLET

These products have been endorsed by high-level trail runners who are partners of Thuasne Sport, including **Sylvain Court**, **Emmanuel Meyssat**, **Alexandre Fine** and **Nathalie Maclair**.



## TO SUM UP:

|  |  |   |
|--|--|---|
| <p><b>Graduated compression inspired by our medical expertise (French class 2)<sup>(3)</sup></b></p> | <p><b>Sporty, fashionable and practical design</b></p>                         | <p><b>Precise sizing</b></p>                        |
| <p><b>Designed and made in France</b></p>  | <p><b>High-quality breathable and antibacterial yarns<sup>(4)(5)</sup></b></p> | <p><b>Anatomical protection Targeted zoning</b></p> |



(1) Running Observatory study - Union Sport & Cycle and Running Heroes (April 2020) - competitive runners: 3 sessions/week on average  
(2) Running Exhibition study - Paris Marathon - ASO (April 2017)  
(3) class 2 compression: between 15 and 20 mmHg  
(4) Presentation of Aquarius NILIT® & Polygiene Newlife yarns  
(5) Antibacterial tests performed on Staphylococcus aureus bacteria  
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