



Drymax Sports' New Maximum Protection Running Sock Proven Extremely Effective in Preventing Blisters

Foot Blisters are the Most Common Sports Injury

Drymax Sports new Maximum Protection Running socks (\$25 retail); made with an aerospace fluoropolymer are designed for the millions of people who have tried everything, but continue to get blisters while running triathlons, marathons and ultra-long distance races.

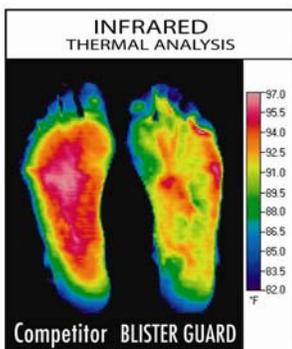
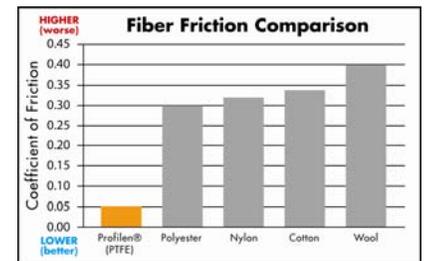
“Until now, there has been limited success preventing blisters. Successful runners have learned to run with painful blisters,” said Gus Blythe, President of Drymax Sports. “If there were already socks that prevented blisters, runners would all be wearing them,” he added. Home remedies like Vaseline®, antiperspirants, powders or tape may help, but only for a short time.

When feet get hot and perspire, wicking fiber socks become wet. This moisture significantly increases friction (stickiness) between socks and skin. The more friction there is the greater chance for blisters. Increased friction limits skin surface movement, yet still allows inner skin tissue movement, creating a shearing effect. Shearing physically separates the two layers of skin which fill with fluid, forming a blister. Blisters are painful, often forcing runners to drop out of a race early.

PREVENTING BLISTERS CAN PREVENT FURTHER INJURY

A study to determine the association of blisters with subsequent injuries was conducted by RS Bush, SK Brodine & RA Shaffer with 2,130 male US Marine Corps recruits participating in initial physical training at the Marine Corps Recruit Depot in San Diego, California. The study found that recruits with blisters were 50% more likely to experience and additional training-related injury.

The patented Blister Guard® system incorporates Friction Free® Profilen® fibers throughout the entire foot area of the sock. Chemically known as Polytetrafluoroethylene (PTFE), Profilen has the lowest coefficient-of-friction of any fiber. This makes Profilen the best to keep friction low between the skin and sock.



Independent lab tests confirm Drymax® Fiber technology socks stay up to 25 times drier than socks made with Polyester, Acrylic, Nylon, or Wool wicking fibers. Combining *Super Hydrophobic (non-wicking)* Drymax fibers with the Blister Guard® System keeps feet drier, cooler and more comfortable, significantly reducing the chances of hot spots and blisters.



“Running in the Drymax Maximum Protection socks is amazing! Not having painful blisters is a new experience. I can now run harder, concentrating more on running the race,” said Lisa Bliss, MD, a well known competitive ultra-distance runner.

Maximum Protection Running socks are a FDA Class 1 Medical Device.

This product is protected under US patent numbers 5,590,420 & 5,752,278. Blister Guard® and Friction Free® are registered Trademarks of Friction Free Technologies.