

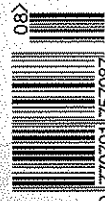
CONSUMER MAGAZINE OF THE YEAR 2003

TIME

AUGUST
2004

AUGUST 2004

£2.85std



MUST RELAX NOW

**WISH YOU
WERE HERE**
HOLIDAYS REMEMBERED
HOT-HOT-HOT
EXOTIC TRAVEL

look effortlessly lovely

HOW TO DO EVERYTHING...

an insider's guide



**MAGAZINE
OF THE
YEAR**

PLUS WIN A FABULOUS SPA WEEKEND FOR TWO WORTH €4,000



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FEET FIRST

- **GO SHOPPING** late in the day when your feet are biggest
- **WEAR THE SOCKS** you will wear with your runners
- **BE PRACTICAL** – do you really want white runners for running outside?
- **WHAT WILL THEY OF MOST USED FOR?** The American Orthopaedic Foot and Ankle Society recommend that, if you participate in a sport three times a week, you need shoe-specific runners. Running creates an impact of up to five times your body weight, aerobics up to eight times
- **BUY THEM BIG ENOUGH:** As many people have one foot slightly bigger – allow half an inch or the width of your index finger between the end of your longest toe and the shoe
- **THE SHOE SHOULD GRIP** your heel without moving
- **CHANGE TRAINERS** – even if they appear in reasonable condition, they need replacing every 300-500 miles
- **PRICE** does make a difference. You pay for better cushioning inside the runner
- **CROSS-TRAINERS** serve a purpose and, while suitable in the gym, are not designed for running. If you are going to run for 15 minutes or longer at a time, you should wear running shoes
- **THINK AHEAD**, if buying a sport-specific shoe seems a luxury, reminding yourself of the price of visits to a physiotherapist with an injured knee should keep it in perspective.

BUY THE PERFECT TRAINERS

Is it just me, or is it impossible to find trainers I like that fit? I can happily traipse around for days looking for the perfect pair of jeans, or a handbag but, when it comes to runners, my interest both rises and falls at the first shop. The array is confusing: Asics, Adidas, Reebok ... Does paying much more mean I am getting a better athletic shoe or, am I just paying for Nike's expensive marketing?

Recently, I decided to tackle the task like a man. I would go into one shop, try on five pairs, make up my mind and pay. Taking a deep breath, I walked in. The assistant who was friendly and professional, asked what would I use them for. "Aerobics," I said. "Well, then, an aerobics shoe it is." I was totally impressed until I saw them. No amount of convincing could make me shell out my hard-earned cash for shoes with so much ankle support they should be worn only by astronauts exploring the surface of the moon. Generously, I shared this witticism with the shop assistant, who politely humoured me, instead of laughing wholeheartedly in agreement. Cross trainers were the compromise. The fourth pair were not only the comfiest, they were also in the sale. Success: I purchased.

In an ideal world, my new cross trainers and I would live happily ever after. It proved, alas, to be a case of "purchase in haste, repent at leisure". My flirtation with power-buying got me runners that were both too small and a virginal white, whose sanctity was not restored after a few jogs in the wet park. Not good. I decided a little research was needed. And here are the results of my labour. Armed with this wealth of information, who could put a foot wrong?

Nualan O'Brien