

current situation:

she works full-time as a nurse and has these mediocre shoes that hurt her feet after a while of standing. She goes to the gym after work wearing the same shoes. She wears them for 8+ hours. Making work even more frustrating than it already is.

How do people perceive here:

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what pain do they feel:

Her feet feel like they are burning when she wears them for long periods of time. Discomfort and soreness. Has been discouraging her from working out lately.

roadblocks:

dream state:

to feel comfy at work in what she's wearing. Have an all-rounder shoe that can be worn at work and the gym that is still stylish and good-looking.

product:

asics women's running shoes \$100

avatar:

Sophie is a 28-year-old, and she works full-time as a nurse. She goes to the gym after work every day (5 days a week). And runs through bush/forest trails on the weekend. She finds it much easier just to wear one pair of shoes throughout the day but is unsatisfied with her current pair. Her feet constantly feel like they're on fire after a while of wearing them, especially at work.

SL: erase fiery feet and embrace walking on soft clouds

feeling like you've been wearing them for days and getting zero blood flow?

When it comes to the support of your feet, having a beaten, worn-out shoe belongs anywhere but on your feet.

So, Before you cause further nerve damage, listen up.

Whether you're standing for 8+ hours at work or running on the trails through the forest or anywhere in between...

Your feet are screaming to have a quality shoe to support your day-to-day tasks.

Now imagine enjoying a full day of standing on a soft cloud bringing you nothing but good energy to attack the day.

But most importantly a long-lasting experience so you're capable of going to hell and back.

So, if you're through with getting fiery hot feet and are now ready to take steps of comfort throughout life [click here](#).

Do you ever find yourself getting undressed in the locker room just to find out you've walked into the wrong one?

Well, how did that make you feel, exposed,

