

The in be go journal



GROUNDING•SHOES: PLUGGZ



Pluggz are quite simply amazing shoes! They are not only good to look at, but they are also very comfortable to wear. But the best thing about **Pluggz** is that they are in fact beneficial for the personal

wellbeing. **Pluggz** are what they call grounding shoes, or earthing shoes. Doesn't ring a bell? It really is quite simple. We are all standing on a great source of energy. Yes, that's right; the earth! To be able to absorb this incredible source of energy, -in the form of electrons, we need to walk barefoot. This is because ordinary shoes creates a barrier between our bodies and the earth.

So why do we need these electrons from the earth? Well, we all have free radicals that are floating around in our bodies. This is what causes discomfort, like pain and inflammation. But when we are grounded, the body will absorb the electrons and they will neutralize the free radicals. And we get a sense of wellbeing. The electric nature of the body is widely recognized by most athletes. They consume sports drinks containing "electrolytes" and use electrical devices to speed up the healing process after vigorous exercise.

So what's the benefit of wearing **Pluggz**?

Each pair of **Pluggz** have black plugs under the weight bearing part of the foot. This is the acupuncture point called Kidney 1. This part of the foot is connected to your entire body, so it's the perfect "entry point" for the electrons. Every step you take will create a flow of electrons from the earth and into your body, and you become grounded. Just like when you are walking barefoot.

You don't have to wear your **Pluggz** all day long to get results. Test has shown that wearing them twice a day for a minimum of 20 minutes will show results. But you can of course wear them as long, -and as often as you like.

And as an extra feel-good factor; each time someone buys a pair of **Pluggz**, a portion of the proceedings will be donated to inspiring organizations that are dedicated to improved health for people of all ages.

Pluggz are available as ballerinas, or flip-flops (unisex).



Available from **US retail stores** or the webshop www.pluggz.com

Images: Pluggz/ LiSTEN Brands II

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