

askin

THE NEWSLETTER FROM THE WORLD OF ASKIN

Magazine

a.skinshoes,
the only leather
that respects your skin

Allergic contact dermatitis from shoes is no longer a problem.

The solution has been proposed by Karuna, thanks to the creation of innovative footwear: **a.skinshoes**, the only shoes in non-allergic leather.

a.skinshoes

Stop to allergic contact dermatitis from shoes

After years of advanced research and design, Karuna, a firm that has always been committed to the development of sustainable practices, has patented **a.skinshoes**, the only shoes in anti-allergic leather, designed to resolve allergic contact dermatitis from shoes. Allergic Contact Dermatitis (ACD) is an irritating problem that can notably compromise the quality of life of those who suffer from it, and can easily lead to complications such as bacterial and

mycological infections, especially in patients with diabetes. Today the substances that cause ACD are known. They belong to three principal categories of goods: tanning agents, glues, and products used in refinishing, especially colorants. After some three years of experimentation, a new, innovative technology has been identified for treating leather and constructing shoes. The main characteristic of this process

is that of not using any chemical component that has been identified as a cause of ACD. This methodology of tanning is unique in terms of the selection and use of the components; the process adopted for the manufacturing of **a.skin** leather occurs within a specialized productive unit with especially dedicated machines. The phases of tanning, dying and greasing employ only non-allergic products of natural origin that come from the food processing and cosmetic industries and exclude all metals and any other substances that are harmful for man and the environment. The surfaces of the uppers are treated with natural waxes that confer a simple and natural look on the leather, allowing the small imperfections that characterize genuine leather to show through. The glues used in mounting the shoes are water-based, and the laces and joints in cotton are untreated. These stylistic details give **a.skinshoes** a breathability and softness can be

without equal. The Department of Dermatological Sciences at the University of Florence has actively contributed to the design, both during the phase of experimentation and in the phase of monitoring the anti-allergic effectiveness of the leathers. This valuable collaboration still continues today and provides for the constant performance of user testing of **a.skin** footwear by informed subjects (including those who are and are not affected by Allergic Contact Dermatitis from shoes). In the production phase, footwear from different lots are taken as samples for the performance of chemical tests made in specific laboratories that are UNI EN ISO 9001 and UNI EN 14001 certified. These quality controls provide the user with absolute certainty about the unequivocal trustworthiness of the product. **a.skinshoes** is the footwear that assures quality and a constant effectiveness that are constantly monitored, with respect to the health of feet and nature.

a.skinshoes for fall-winter 2008-09



Finally, the collection you've been waiting for has arrived! On the website www.askin.it it is possible to browse and download the new catalogue and all information relative to **a.skin** and its beneficial qualities in .pdf format. The models of the new Autumn-Winter 2007-08 collection will be available in all the authorised sales points. Everyone can try the unequalled breathability and the extreme comfort of **a.skinshoes**, the only footwear in anti-allergic leather designed to resolve allergic contact dermatitis from shoes. Thanks to its unique characteristics, which make it special in its genre, **a.skinshoes** has become in just a short time the only real point of reference in the field of comfortable and anti-allergic footwear. The innovative technology with which **a.skinshoes** is made excludes from the manufacturing process the use of synthetic chemical products, all metals, and any substance that is harmful for man and the environment. For these reasons, choosing **a.skinshoes** is much more than having a pair of shoes on your feet: it is the awareness of wearing the healthiest and cleanest footwear in the world.



As of today there is a tool that permits easy evaluation of the effectiveness of **a.skinshoes**. It is called **a.skintester**: the practical bracelet in anti-allergic leather especially created to test the non-allergic properties of products in contact with the skin. It is sufficient to wear it on your wrist or ankle for at least a 24-hour period to verify the anti-allergic characteristics of **a.skinshoes**. **a.skintester** is only one of the control tools that guarantee the extreme trustworthiness of the product. To receive it at home, register your information on the "contact" page of the website www.askin.it and ask for it in the especially marked space.

More information: www.askin.it



Allergic contact dermatitis caused by shoes?

From the Italian research comes **a.skinshoes**,
the leather footwear
that solve the problem.



From Italian research comes **a.skinshoes**, the footwear that can finally solve the problem of ACD caused by shoes. How? In the most natural way: by eliminating from production, and therefore from the finished product, the substances that cause it. The production process of **a.skinshoes** is absolutely innovative and unique in the world. Testing by the Department of Dermatological Sciences of the University of Florence gives proof of the reliability and constant commitment to improving the product. Because of this **a.skinshoes** is the footwear destined to change the lifestyle of those affected by allergic contact dermatitis from shoes forever. **a.skinshoes**, the solution that was missing now exists.

More information: www.askin.it

askinshoes
THE ONLY LEATHER THAT RESPECTS YOUR SKIN.