

askin

THE NEWSLETTER FROM THE WORLD OF ASKIN

Magazine

a.skinshoes,
Constantly controlled
quality and effectiveness

Ever since Research, Testing and constant Control are basic principles for development and constant improvement of **a.skinshoes**.

The University, Unequalled

Since its inception, the **a.skin** project has been followed by the Department of Dermatological Science at the University of Florence, which has coordinated the whole research project: first, by performing laboratory tests to verify the effective absence of the documented allergens; later, by means of leather patch tests on human subjects; and only at the end, with use tests of shoe prototypes on patients who are either

currently affected by ACD from shoes or have been in the past. Specifically, the patch tests were performed on 70 patients with 8 products (relative to the phases of pre-tanning, dying and greasing, and with 3 water-based glues) and in 10 more patients who were sensitive to chrome, with patches of leather (chrome tanned, chrome and vegetable tanned, and exclusively vegetable tanned). The use tests showed that the use

of **a.skinshoes** resulted in a significant improvement in the clinical state of the majority of patients, guaranteeing them a elevated level of comfort. All of the studies performed on humans were in accordance to the Helsinki Declaration (1964) and its successive revisions (World Medical Association, 1989): that is, they were performed by personnel who have been especially trained and possess the necessary qualifications and experience. During the production phase, chemical tests are performed in specialized laboratories that are UNI EN ISO 9001 e UNI EN 14001 certified, analyzing sample shoes taken from different production lots. During these tests, numerous data is registered, including the possible variation in clinical status, the protection from atmospheric agents provided by the shoes, the particular characteristics of the shoes, and the possible comments on the part of the subject. The collaboration with the University of Florence is ongoing today, since Karuna has decided to demonstrate the validity of the **a.skinshoes** project by means of scientific evaluation

(the results of which will be published). The research aims to evaluate shoes manufactured from different lots of leather (distinguished by the period of production and identified by means of an identification code), which represents an ulterior guarantee for the maintenance of standards of quality. This absolutely innovative production process is unique in the world, and excludes from its processes the use of synthetic chemical products, of all metals, and of any substance known to be harmful for man and for the environment. In fact, **a.skin** leather is treated exclusively with natural products – non allergenic – that come from the food and cosmetic industries. As a result, the leather has an unparalleled softness and breathability and keeps the foot healthy and dry. Thanks to its special characteristics, in a short time **a.skinshoes** has become the tangible solution to ACD from shoes. Choosing **a.skinshoes** is much more than simply wearing a pair of shoes: it is knowing that you are wearing the healthiest and cleanest shoes in the world. **a.skinshoes**: the shoes that were missing are now here.

a.skinshoes: the value of “Made in Italy”.

Manufacturing of **a.skinshoes** is entrusted to shoemakers who produce exclusively in Italy, for the most part located in Tuscany. The shoe manufactures selected by Karuna work in accordance with the specifications established: the tanning of **a.skin** leather takes place within the company's production facility in a specially-dedicated unit.

All of the elements that make up **a.skinshoes**, from the water-based glues, to the counterforts and insoles in **a.skin** leathers, to the threads used for the seams and the laces without metallic colorants, are selected with the greatest of care. Particular attention is paid to the design of the shoes, which also mirrors the high level of “Made in Italy”: the design, stylish and exclusive, is conceived to be comfortable while uniting function and aesthetics.

Some models, especially the casual ones, have a removable insole, while the more classic models, mainly for women, are designed to accommodate a range of stocking thicknesses as well as the insertion of custom orthotics.

guarantee of quality control



As of today, so that our operators can follow up on your requests even more efficiently, it is possible to purchase **a.skinshoes** online without going to a store, by visiting the website www.askin.it, or calling us at the number +39-0571-467087.

Tell us the model, colour and the size of the shoes you wish to have, and in just a few days, **a.skinshoes** will be available for delivery to your home. Our online sales service is simple and secure, and if necessary, by contacting us within 24 hours of delivery, the shoes ordered can be substituted, with the shipping charges paid by Karuna.

On the website it is possible to download the materials with information relative to **a.skin** leathers, to learn more about the problems related to ACD (allergic contact dermatitis) from shoes, and to sign up to receive information and updates regarding news from the world of **a.skin**. More information on www.askin.it



A woman in a long, flowing white dress is standing on a sandy beach, her arms raised and head tilted back, looking up at the sky. The dress is billowing in the wind, creating a large, white canopy over her. In the background, the blue ocean meets the horizon under a clear sky. In the foreground, on the sand, is a single brown leather high-heeled shoe, a slingback style with a pointed toe and a small buckle detail.

THE ONLY SHOE IN LEATHER THAT DOESN'T TRAMPLE THE ENVIRONMENT.

Those who respect the environment also respect your feet

a.skinshoes are truly special shoes, not only because they are the first and only anti-allergic footwear in the world, but also because they are the first shoes manufactured entirely with ecological leather, obtained by an innovative tanning process that excludes the use of synthetic chemical products, of all metals, and of any substance that is harmful to man and the environment. **a.skinshoes** are intelligent shoes that, in addition to taking care of your feet – offering incomparable comfort and breathability – actively respect the environment. For all of these reasons, choosing **a.skinshoes** is more than just choosing a pair of shoes to wear: it is knowing that you are wearing the healthiest and cleanest shoes in the world. **a.skinshoes**: the footwear that was missing now exists.

More information: www.askin.it

askinshoes
THE ONLY LEATHER THAT RESPECTS YOUR SKIN.