

attachable shoe weights for kids — now available for product licensing!

fun and fitness for kids!

INVENTOR/PATENT OWNER Jodie Harrington

PRODUCT CONCEPT

Attachable kid's weights were developed to create a fun, interactive and effortless way for kids to incorporate physical fitness into their daily activities. The weights can simply be attached to any laced shoes and left on so kids benefit from every step they take... all day long!

Adding a safe amount of weight to the foot boosts every movement a kid makes. Unlike ankle weights, shoe weights safely add input right at the extended part of the foot rather than on the ankle joint. The positioning of the weight on the foot vs. the ankle prevents the body from being thrown off balance when fast little legs are moving. The ½ lb. resistance gradually strengthens muscles, increases endurance, aids in weight loss, raises the heart rate and improves motor performance skills – everything a growing kid needs!



½ lb. weights
2¼" wide x 3" tall x ¾" thick

MARKET EXPOSURE

The Jolie Kids Action Pak and individual pairs of ½ lb. weights were marketed for two months to existing Jolie Weights wholesale and eCommerce customers. Approximately 63 wholesale pre-orders were booked but the product was not manufactured and orders were not filled. The 1 and 2 lb. weights were sold as Jolie Weights™ from Sept. 2003 to Feb. 2005 (17 months total).

DEMOGRAPHICS OF 1 & 2 LB. WEIGHTS USERS

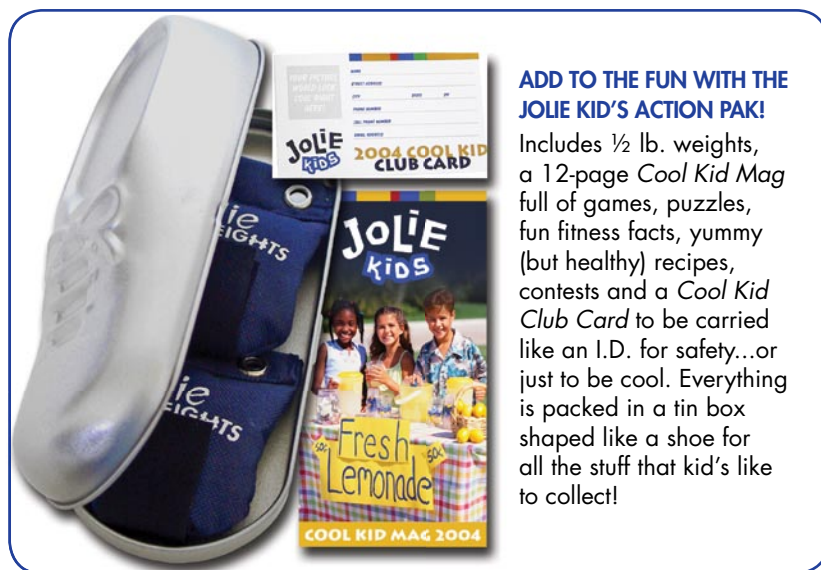
5% of users were children – including physically challenged kids (other: 80% women, 15% men)

REPORTED USES OF 1 LB. WEIGHTS BY KIDS

walking, resistance training, basketball, running, on the playground, at school, rehabilitation and for everyday fun!

REPORTED BENEFITS OF 1 LB. WEIGHTS FOR KIDS

strengthened muscles, promoted weight loss, increased activity, heightened jump shot, developed fine motor skills, improved dexterity in legs and hands & fingers from attaching to shoes, eased joint & pain and more



ADD TO THE FUN WITH THE JOLIE KID'S ACTION PAK!

Includes ½ lb. weights, a 12-page *Cool Kid Mag* full of games, puzzles, fun fitness facts, yummy (but healthy) recipes, contests and a *Cool Kid Club Card* to be carried like an I.D. for safety...or just to be cool. Everything is packed in a tin box shaped like a shoe for all the stuff that kid's like to collect!

“ We love your 1 lb. shoe weights! They're perfect for improving motor skills in children. We can't wait to offer the ½ lb. kid's weights! ”

– Abilitations Special Needs Catalog
Improving the Lives of Children with Differing Abilities



For additional information please contact Jodie Harrington at 415-713-3094 or jodie@jolieweights.com