

## Posture products

**Posture Shirt:** The goal of AlignMed's Posture Shirt is to provide postural control, to keep the wearer's shoulders properly positioned and reduce fatigue. The most sophisticated shirt in the AlignMed line requires a prescription. The shirts have been subjected to medical studies by sports scientists as well as physical therapists and medical schools. Sells for \$95. Details: alignmed.com

**Alegria Shoes:** Aiming for whimsical, yet functional, custom-fit footwear, Alegria shoes are designed to offer ample arch and heel support to help relieve stress on legs, hips and back from long hours on the feet. The brand caters to those with an active lifestyle, including teachers, stylists, nurses and chefs. The company sells shoes, boots and sandals for men and women at around \$80 to \$150. Details: alegria shoes.com

**Vionic Shoes:** The goal of Vionic and Weil Integrative footwear, with built-in Ortho-heel orthotic technology, is to counteract the daily grind of walking on hard and unnatural surfaces. It's about, says the company, "realigning feet to their natural (neutral) position." "The problem is that poor posture is not just a spine problem, it is also fre-

quently a foot problem," says Brian Hoke, a member of the Vionic Innovation Lab. Vionic has men's and women's shoes, tennis shoes, boots, sandals and slippers from around \$80 to \$150. Details: vionicshoes.com

**Tru-Align Body System:** From Kacelia, a Chicago-based health-and-wellness company, comes this at-home body system, created by veteran chiropractor Evelyn Haworth, to treat back and neck pain holistically and improve overall wellness. "Our spines were designed to be 'S' shaped and with our inactivity, poor habits and injuries, we are turning that 'S' into a 'C,'" Haworth says. The Tru-Align

System reforms and realigns the body holistically, she says. Lying face down and supporting the body at the head, jaw, shoulders, pelvis and ankles, the body is relaxing while gravity applies a gentle pressure, allowing the muscle, ligaments and tendons to be stretched "a little bit" each day, she says. The system sells for \$495. Details: kacelia.com

**BackJoy SitSmart:** The SitSmart, which you put under you on a chair, works to correct posture by prompting users to sit upright keeping their core and back muscles engaged. It automatically tilts, cups and floats the pelvis upright so

the user can find his or her most balanced and comfortable posture. It sells for \$40 to \$60. Details: BackJoy.com

**The Arki fitness tracker:** Scheduled for release to the mass market in May, this customizable bracelet tracks steps and calories and sleep, but also uses gentle vibrations to alert the wearer when their posture isn't perfect. "People are busy enough, and they simply forget about remembering a good walking posture," suggests Brian Kim, product manager of Zikto, the South Korean-based venture firm, which is developing Arki. It sells for \$119 with a rubber strap attached. Details: zikto.com

**The Up Shirt:** UpCouture refers to its Up Shirt as "the world's first patented anti-slouching, posture-promoting shirt line." Fitness enthusiast Neda Naef, founder of UpCouture, says an extra-thin elastic film built in-between organic cotton layers within the Up Shirt comfortably and gently pushes and maintains the shoulders in a straight position. "The effect is more aesthetically pleasing, making the wearer look more composed and even slimmer," she says. The French company ships worldwide. The shirts run about \$145 to \$160. Details: UpCouture.com

