



OUR STORY

How Kinis Came To Be

Founded in 2016, Kinis is a Richmond, Virginia-based health and fitness company creating products and resources for people seeking to optimize their body's performance.

It all began when...



OUR INSPIRATION



BAREFOOT SCIENCE



So, what is barefoot training?

- | | |
|----------------|---|
| ✗ Barefoot | ✓ Replacing cushioned shoes with specially-designed, minimalist footwear |
| ✗ Unsafe | ✓ Strengthening muscles in your foot by encouraging proper form |
| ✗ Runners Only | ✓ For all indoor exercises—including yoga, weight lifting, kickboxing, and crossfit |

****ADDITIONAL Studies, research, science behind barefoot****

****also WHY Kinis believes in barefoot****



Product Pictures "in the wild"



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