



health & wellbeing



The worldwide Health and Wellbeing industry is booming. Vast numbers of new products are entering the market each year as consumers are becoming increasingly aware about what may be best for their health and vitality.

The industry is based around the notion of wellness, which can be broadly defined as “the quality or state of being in good health, especially as an actively sought goal.”



Encompassing conventional approaches to health and the alternative, holistic therapies, the defining characteristic of these groups is that the individual voluntarily takes a proactive position and assumes responsibility for his or her future health by adopting a change in lifestyle. 'Choice' is the operative word here.

From within this strongly motivated industry, a new and highly influential consumer group known as LOHAS (Lifestyles of Health and Sustainability) is making itself heard in the global market place. Linked by common social, political and ethical principles, the defining characteristics of these consumers include:

- a strong focus on personal development, truth and integrity
- an active concern about human rights, fair trade and equal opportunity

- a deep concern about sustainable development and the future of the environment
- a desire to buy products and services from companies that hold similar values to their own
- a willingness to pay on average 20% more for these products

The products and services they are interested in currently represent \$540 billion in the worldwide market place.







At Paladin we believe that everyone should be able to enjoy the benefits of our high performance, high quality therapeutic socks. We know that the outstanding protective features together with our unique combination yarn (natural, renewable New Zealand Merino and skin-compatible SeaCell) create a highly desirable product for all those serious about their own wellbeing and that of the environment.

With this in mind, our premium range of LifeSocks has been developed to offer all the advantages of our medical design to anyone who wants to do what's best for his or her health. Our LifeSock styles feature the same extensive weight and occasion choice as available in the medical range, and includes an additional lightweight, active & leisure sock for those who want an invisible cuff, as well as a heavyweight, undyed outdoor and work sock for those who prefer the natural look.

LifeSocks look good, feel great, and promise the wearer:

- superior softness, comfort & support
- safe and effective cushioning protection
- breathable natural fibres for ideal temperature & moisture management
- an environment which discourages skin-contamination
- easy slide-on, well-fitting, non-constrictive hosiery



\*Patent applications pending:  
PCT/NZ2006/000280  
NZ 544020







## Treat your Feet

Our LifeSocks brand has strong diversity in the product range available for consumers. The packaging design has been specifically developed for easy recognition by the consumer of the attributes, function, and benefits of each style. Strong imagery and bold text creates a unique look for the brand in store, while extra information is easy accessible on the reverse of the packaging for consumer education.



## LifeSocks Range - Packaging

1. LifestylePlus
2. BasePlus.Women
3. BasePlus.Men
4. AirbornePlus.Quarter
5. AirborneLite.Invisible
6. ProtectivePlus
7. OriginExtra

# LifestylePlus Everyday Anywhere Midweight

**D** DRESS  
**C** CASUAL  
**O** OUTDOOR



**UNISEX**  
**LIGHT CUSHIONING**  
**MID CALF**

\*Patent applications pending:  
PCT/NZ2006/000280  
NZ 544020

## Fabrication

**Fibre Content**  
55% Merino Wool  
29% Nylon  
9% Elastic  
4% SeaCell active  
3% Lycra



## LifestylePlus colourways



**LifeSocks RANGE**

Treat your feet



# BasePlus .Women Dress & Casual Lightweight



\*Patent applications pending:  
PCT/NZ2006/000280  
NZ 544020

## Fabrication

**Fibre Content**  
60% Merino Wool  
21% Nylon  
9% Elastic  
7% SeaCell active  
3% Lycra



## BasePlus.Women colourways



LifeSocks RANGE Treat your feet

# BasePlus.Men Business & Casual Lightweight

**D**  
DRESS

**C**  
CASUAL



**MALE**

**LIGHT CUSHIONING**

**MID CALF**

\*Patent applications pending:  
PCT/NZ2006/000280  
NZ 544020

## Fabrication

**Fibre Content**  
60% Merino Wool  
21% Nylon  
9% Elastic  
7% SeaCell active  
3% Lycra



## BasePlus.Men colourways



Black String Kalamata



Navy



LifestylePlus BasePlus . Women BasePlus . Men Airborne Plus . Quarter Airborne Lite . Invisible ProtectivePlus OriginExtra

**LifeSocks RANGE**

Treat your feet



# AirbornePlus.Quarter Sport & Play Midweight

L LEISURE S SPORT O OUTDOOR



## Fabrication

**Fibre Content**  
 58% Merino Wool  
 25% Nylon  
 9% Elastic  
 5% SeaCell active  
 3% Lycra



## AirbornePlus.Quarter colourways



\*Patent applications pending:  
 PCT/NZ2006/000280  
 NZ 544020



LifeSocks RANGE

Treat your feet

# AirborneLite.Invisible

Active & Leisure Lightweight



\*Patent applications pending:  
PCT/NZ2006/000280  
NZ 544020

## Fabrication

### Fibre Content

- 60% Merino Wool
- 24% Nylon
- 8% Elastic
- 5% SeaCell active
- 3% Lycra



## AirborneLite.Invisible colourways



LifeSocks RANGE

Treat your feet



# ProtectivePlus Adventure & Outdoor Heavyweight



\*Patent applications pending:  
PCT/NZ2006/000280  
NZ 544020

## Fabrication

### Fibre Content

60% Merino Wool  
30% Nylon  
10% Elastic



## ProtectivePlus colourways



LifeSocks RANGE

Treat your feet

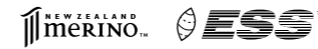
# OriginExtra Rural & Urban Heavyweight



\*Patent applications pending:  
PCT/NZ2006/000280  
NZ 544020

## Fabrication

**Fibre Content**  
60% Merino Wool  
30% Nylon  
10% Elastic










## OriginExtra colourways



LifeSocks RANGE

Treat your feet



LifeSocks <sup>™</sup> RANGE	 LifestylePlus	 BasePlus . Women	 BasePlus . Men	 Airborne Plus . Quarter	 Airborne Lite . Invisible	 ProtectivePlus	 OriginExtra
Style	Poo1	Poo2	Poo5	Poo3	Poo4	Poo6	Poo7
Weight	midweight	lightweight	lightweight	midweight	lightweight	heavyweight	heavyweight
Double cuff	LONG	SHORT	SHORT	SHORT		LONG	LONG
Lateral Stretch	270mm	240mm	240mm	245mm	180mm	320mm	320mm
Y heel	●	●	●	●	●		
Elastic Support System	●	●	●	●	●	●	●
Unisex	●			●	●	●	●
Women Only		●					
Men Only			●				
Flexible Panel	●			●	●		
L & R Shaping	●	●	●	●	●	●	●
Mesh Pads	●	●	●	●	●	●	
Protection U Pad	●	●	●	●	●	●	●
Seamless Toe Closure	●	●	●	●	●		
SeaCell active	●	●	●	●	●		
Composition	55% Merino 29%Nylon 9% Elastic 4% SeaCell 3% Lycra	60% Merino 21% Nylon 9% Elastic 7% SeaCell 3% Lycra	60% Merino 21% Nylon 9% Elastic 7% SeaCell 3% Lycra	58% Merino 25% Nylon 9% Elastic 5% SeaCell 3% Lycra	60% Merino 24% Nylon 8% Elastic 5% SeaCell 3% Lycra	60% Merino 30% Nylon 10% Elastic	60% Merino 30% Nylon 10% Elastic
Sole Pad Thickness	4mm	4mm	4mm	4mm	4mm	6mm	6mm



# LifeSocks™

Taking up only 0.57m<sup>2</sup> of floor space, this revolving metal and wood combination freestanding display unit can be merchandised on all four sides with a stocking capacity of between 108 and 216 pairs of LifeSocks. Specially designed to display this unique brand, the packaging remains the focus, whilst being presented on a practical, visually appealing unit to enhance the appeal of the brand instore.



## LifeSocks Advertising and Store Displays

Loves long walks and marathons.  
LifeSocks for life

Therapeutic LifeSocks Treat your Feet

**Airborne . Quarter**  
Sport & Play, also available in Airborne . Invisible

Experience a new level of comfort, ease and protection. Originally developed for the medical market, Paladin therapeutic LifeSocks are now available for YOU to enjoy.

Paladin Research, PO Box 119 Ashburton, New Zealand www.paladinresearch.com

Paladin

**TOUGH,**  
with a warm, softer side.  
LifeSocks for life

Therapeutic LifeSocks Treat your Feet

**OriginExtra**  
Rural & Urban, for Men or Women

Experience a new level of comfort, ease and protection. Originally developed for the medical market, Paladin therapeutic LifeSocks are now available for YOU to enjoy.

Paladin Research, PO Box 119 Ashburton, New Zealand www.paladinresearch.com

Paladin



# LifeSocks™

	PARTNERS	CONSUMERS / PUBLIC
Public Relations	Training by Paladin staff and Press Conference	Press Releases
Education Clinics	Training DVD Product education booklet	Product education booklet Consumer training by Paladin staff
Promotion	Sample kits	World Diabetes Week
Point of Sale (POS)	Posters Display systems	Quick reference POS selection chart
Advertising	Advert series to use in your local area	Medical journals, Lifestyle magazines, major daily papers
On Line	Stockist finder referral Link Website bulletin	Product & stockists information
Events	Trade expo Conference support	Participation at consumer events
Sponsorship	Related research Product availability	Consumer sponsorship

## Projected Channel Partners

SPECIALIST		SELECTED	
Sports stores	Footwear stores	Outdoor & Sports stores	Department stores

