

THE  
FASHENIC  
GUIDE  
TO  
RUNNING





You're already standing at the starting line—now it's time to take off. Thinking about becoming a runner? Let's begin.

This guide covers everything you need to develop your rhythm and move forward with confidence. Whether you're aiming to shed pounds, run longer distances, or improve your speed, you'll find practical advice on training, nutrition, and staying motivated to help you reach your goals.



OF

## WHY RUN?

5 REASONS TO BECOME A RUNNER

## GETTING MOTIVATED

YOUR PRE-RUN CHECKLIST

## STAYING HEALTHY AND INJURY FREE

MAINTAINING YOUR BODY AND PREVENTING INJURY

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HOW TO FUEL YOUR STRIDE

## WARM UP AND COOL DOWN

PRE AND POST-RUN PREPARATION

## RECOVERY AND REGENERATION

HOW TO MAKE THE MOST OF YOUR REST DAYS

## WHAT ARE THE BENEFITS OF COMPRESSION?



# WHY RUN?

PUT SIMPLY, RUNNING IS  
AWESOME. TRUST US, IF YOU  
KNEW ALL THE WAYS RUNNING  
BENEFITS YOUR MIND AND  
BODY, YOU'D BE OUT THE DOOR  
FASTER THAN THE COACH CAN  
SAY 5,4,3,2,1. HERE ARE JUST 5  
OF MANY REASONS WHY THE  
CHOICE TO BECOME A RUNNER  
IS THE BEST YOU'LL EVER MAKE.

## 1 YOUR BODY WAS DESIGNED TO RUN

Running is a natural human movement. We're bipedal creatures and are therefore made to run. It's not without reason that anthropologists and medical professionals call human beings "running machines". About 70% of our muscles are being trained while running, making it one of the few motion sequences that trains your entire body. But while our ancestors used to run miles and miles, most of us now spend our days sitting at desks. We say it's time to change that and take running back to its roots.

## 2 BURN FAT, BUILD MUSCLE AND GET TONED

Running is arguably one of the best ways to burn calories. Interval running - which consists of alternating between bursts

Alternating fast-paced running or sprint intervals with slower efforts is a fundamental element of the Running Training Journeys. These sessions activate the afterburn effect, allowing your body to continue burning calories for hours after your run ends. When performed at the proper intensity and length, sprinting also enhances the aerobic capacity of fast-twitch muscle fibers, which are essential for strength and power. Meanwhile, low-intensity runs support recovery between cross-training sessions and help your body use muscle mass more efficiently.

## 3 IT'S LIKE THERAPY

Running gets your blood flowing, makes your heart pump harder and releases hormones to make you feel good. After a long day in the office or before a busy day tackling your to

## 4 SLEEP DEEPER

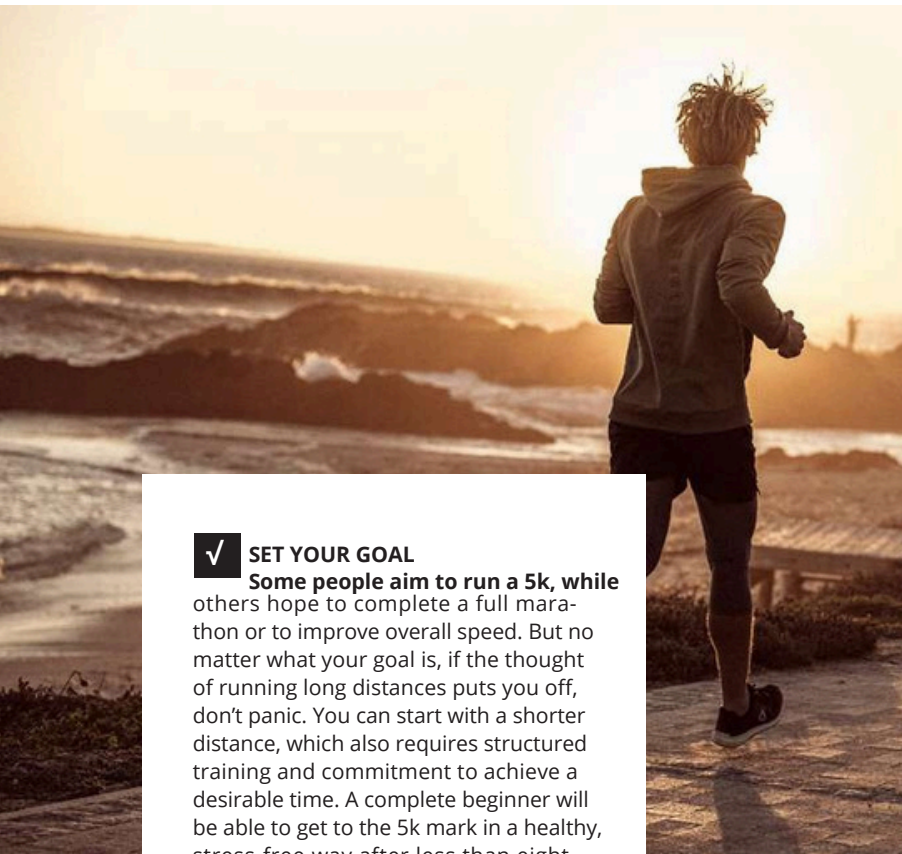
Running and exercising in general aid sleep, because they tire you out. Running also lowers stress by releasing mood enhancing hormones and regulating cortisol levels. Altogether, this improves your sleep quality as you start to transition between the different phases of sleep more smoothly and regularly, leaving you feeling more refreshed and energized in the morning.

## 5 GAIN CONFIDENCE

Running really does make you feel great. Want proof? Write down some running goals and make a list of the reasons why you started. Nothing beats the feeling of crushing your goals and achieving more than you thought possible. The feeling of progressing and being in control of your body and life will also do absolute wonders for your confidence.



# GETTING MOTIVATED



✓ **SET YOUR GOAL**  
Some people aim to run a 5k, while others hope to complete a full marathon or to improve overall speed. But no matter what your goal is, if the thought of running long distances puts you off, don't panic. You can start with a shorter distance, which also requires structured training and commitment to achieve a desirable time. A complete beginner will be able to get to the 5k mark in a healthy, stress-free way after less than eight weeks of training.

✓ **PUT TOGETHER AN AWESOME PLAYLIST**  
The use of headphones might be barred from official races because it's said to give elite runners a competitive edge, but there's nothing stopping you from using it as a way to push yourself to

keep up a steady pace. If you don't like listening to the sound of your footsteps, find out which tracks keep you motivated, create a playlist and get going. Check out the Spotify playlist for some inspiration.

✓ **SCHEDULE TRAINING**  
Schedule runs in your calendar or make plans to train with friends in advance. Find out which time of day works best for you - many see it as the perfect start to their day, whereas others choose to go in the lunch break or evening when they have more energy and

can perform better. Whether your goal is to get a good time or simply to be consistent, it's worth going for a run in the morning, afternoon and evening to see what works best for you.

✓ **TRIED AND TESTED RUNNING SHOES**  
Shoes are a runner's best friend. And the ticket to an injury-free run. Don't forget that everyone is very different, so don't go by recommendations from friends, and don't pick them online. When it comes to buying your running shoes, go to a local retailer that specializes in running shoes. Let them help you and have them analyze your running style. Then try on as many pairs as possible. Avoid going by style and only buy a pair that really fits you properly.

## **YOUR PRE-RUN CHECKLIST**

**THE START IS NO WALK**

**IN THE PARK AND DURING**

**THOSE FIRST FEW RUNS,**

**YOU MAY STRUGGLE TO STAY**

**MOTIVATED. WHATEVER YOU**

**DO, DON'T QUIT. IT'S NOT EASY,**

**BUT IT'S DEFINITELY WORTH IT.**

**HERE'S WHAT YOU'LL NEED TO**

**GET STARTED STAY ON TRACK**

✓ **PICK THE PERFECT ROUTE**  
When it comes to enjoying your run, nothing puts a spring in your step like an idyllic location. If you spend all week sitting in an office, the time you get to spend outside is precious. The more you they will take your surroundings, the more they will take your mind off how long you've been running for.

✓ **INVEST IN GOOD SPORTS CLOTHES**

High-quality running apparel can make a significant difference. Clothing that is moisture-wicking, breathable, and tailored to fit your body properly helps regulate temperature, enhance comfort, and prevent chafing or irritation. A jacket that is both waterproof and wind-resistant ensures that unfavorable weather doesn't disrupt your training.

Wearing compression socks or calf sleeves after your run is also recommended, as they promote healthy blood circulation and support the lymphatic system in repairing muscle tissue, which can help minimize soreness. Investing in new workout gear can positively impact not only your performance and recovery but also yo



# STAYING HEALTHY AND INJURY FREE

**FROM BLISTERS TO SHIN SPLINTS, RUNNING INJURIES CAN HAPPEN. BUT THE MOST COMMON ONES ARE USUALLY THE RESULT OF AN OVERWORKED AND UNPREPARED ATHLETE. DON'T BE THAT PERSON! FOLLOW OUR TIPS TO TRAIN SMART AND ENJOY YOUR RUNNING PROGRESS WITHOUT INJURY.**

**SORE MUSCLES** Sore muscles are common after running, especially for beginners. This can indicate that your body needs to regenerate. Good sleep, proper hydration and a balanced protein-based diet are what we recommend to speed up the recovery process. Over time, as your body gets used to training, you will experience less muscle soreness...we promise! So rest up and hang in there.

**BLISTERS** Blisters can be caused by many things: the wrong shoe size, bad quality socks, an odd seam, or simply getting caught in the rain (wet feet are more prone to getting blisters). Our advice: don't burst blisters! This creates an open wound and increases the risk of infection. Instead, disinfect the area and get it plastered up. Or, wait until it's healed before you go for another run.

**SHIN SPLINTS** Shin splints are painful and can last for a long time. Unfortunately, they are also very common in new runners. You will recognize shin splints by feeling a pain down the shin(s) while running, stretching or even just applying pressure to the

area. Shin splints are usually caused by overexertion of the leg before ground contact or badly cushioned, old, worn-out running shoes. If you experience shin splints, cool them using ice or gently massage them with a foam roller. More importantly, take a break from running until the pain subsides and consult your doctor if it doesn't.

**KNEE PAIN** Strong overpronation in combination with hard ground, overextension of the leg before ground contact, bad running shoes and a new, heavy training plan can lead to stress on the inner knee joint. If your knees start to swell, take a break and see a doctor. Uphill running and running up stairs should be avoided in the case of a knee injury.

## CRAMPS

Although not considered an injury, a cramp is just as annoying. To prevent one ruining your next run, ensure you do plenty of core training, stay hydrated, do deep breathing exercises while running and don't run on a full stomach.

## Pace Yourself

When you run, the speed you choose should align with the purpose of your workout. The app's Coach typically recommends three levels of intensity: comfortable, moderate, and fast.

A comfortable pace should feel easy and sustainable. You ought to maintain a steady rhythm and still be able to carry on a conversation. For beginners, this pace is especially important, as it allows the body to gradually adjust to the demands of running. Longer distance runs are also best completed at this relaxed intensity.

Moderate pace workouts are more challenging. They should feel brisk and purposeful, but not maximal. You're pushing yourself, just not to the limit.

**When it comes to injuries, the golden rule is: prevention is better than a cure. This should be the yin to your 'No Excuses' yang.**



# NUTRITION



HOW TO FUEL YOUR STRIDE  
ASK ANY RUNNER AND THEY  
WILL TELL YOU, NUTRITION  
IS KEY. IF YOU DON'T EAT  
THE RIGHT FOOD, YOU CAN'T  
TRAIN EFFICIENTLY, YOU  
CAN'T REACH YOUR LIMITS  
AND YOU WON'T IMPROVE  
YOUR PERFORMANCE. TO  
HELP POWER YOUR PACE  
AND FEED YOUR 'RUNGER',  
WE'VE GATHERED 3  
IMPORTANT FACTORS TO  
TAKE TO THE KITCHEN.

## **1** CARBOHYDRATES A RUNNER'S PRIMARY SOURCE OF ENERGY

You've probably heard of this "carb loading" thing all runners seem to be doing. But what's the real deal with runners and carbs? There are two types of carbohydrates: complex and simple carbohydrates. Complex carbohydrates like vegetables, whole grains, oats and beans are high in fiber, vitamins and minerals and therefore provide you with many health benefits. However, these can be difficult for the body to break down, and in times when we need energy fast and in large amounts - for example, just before or during a run - simple carbs are the bes

option. White bread, honey and bananas, are the quickest form of energy as they are rapidly digested by the body.

It's also ok however, to eat complex carbs - like whole grain bread or veggies etc. - on the evening before a run, because they will be metabolized throughout the night. Only on the morning of your run or race, it is better to eat carbs, which can be metabolized really quickly. Things like a mediterranean pasta salad or penne with lemony arugula pesto are ideal for your pre-run or pre-race dinner and for breakfast: peanut butter overnight oats or a bagel with honey and low-fat cream cheese. Bananas and energy bars are also good for a pre-run snack.

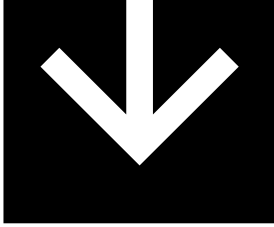
## **2** HYDRATION KEEP YOUR TANK FULL AT ALL TIMES

Even without any exercise, your body needs 2 - 2.5 litres of water a day. As soon as you begin sweating, it is important to

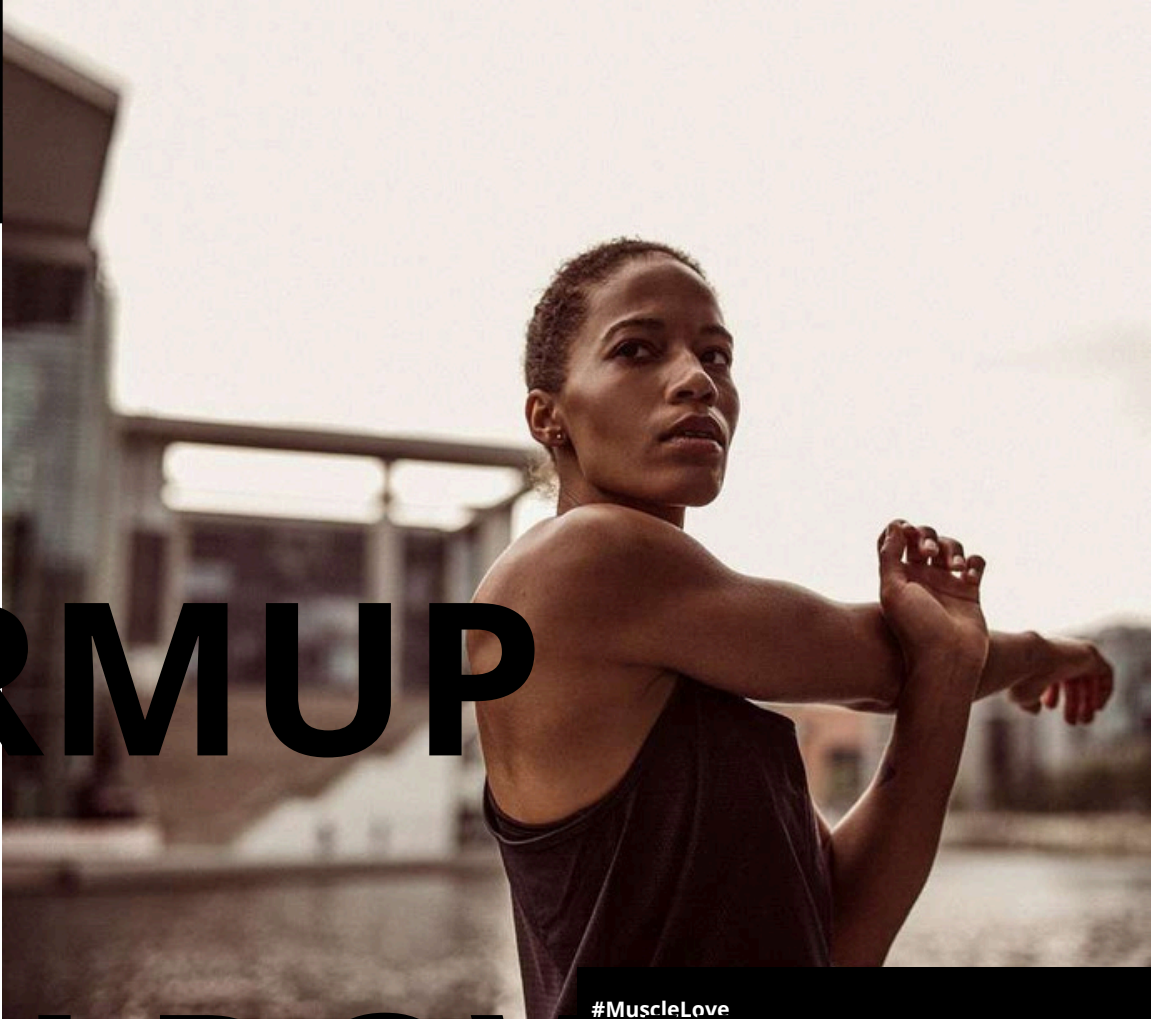
listen to your body's thirst cues and rehydrate. Steer clear of soft drinks, energy drinks and alcohol. And wherever you are, always keep a big bottle of water close by.

## **3** SCHEDULING - "WHEN" IS JUST AS IMPORTANT AS "WHAT"

Your stored energy levels play a key role in determining how well you perform during a run. Heading out on an empty stomach can leave you feeling drained, while running too soon after a heavy meal may cause discomfort. Ideally, have your last full meal about 2-3 hours before you start. If your run will last under 60 minutes, a light snack—such as a banana or a small handful of dried dates—around 30 minutes beforehand can provide a quick energy boost. For sessions exceeding an hour, energy gels can be helpful. However, it's important to test them during training first, as they may cause digestive issues for some runners.



# WARMUP & COOLDOWN



#MuscleLove

## WARMING UP

The most commonly asked question is “do I need to warm up?”. The answer is yes. 100% yes. Dynamic movements like a slow jog, a few jumping jacks as well as mobility can increase your body temperature and supply your muscles with up to four times more nutrients and oxygen than normal. Ligaments and tendons become more elastic and the nervous system is activated, which makes the interaction between your muscle apparatus smoother and more effective. The Dynamic Warmups found in the app are designed specifically to help you prepare for the run the Coach has given you that day.

## UNWINDING AFTER YOUR RUN

Just as warm-ups prepare and activate your body for the run ahead, active cooldowns are designed to assist recovery afterward. Their purpose is to gradually lower the intensity of your cardiovascular system and help your body return to its normal resting state following a run. This process includes stabilizing your heart rate, breathing, body temperature, and metabolism. Skipping a proper cooldown can increase the risk of injury. To make your cooldown as effective as possible, there are several important steps you can follow.



### keep moving

Your body will still be in running mode, so continue walking for 10 minutes and allow it to return to a normal state.

### hydrate and energize

Drink plenty of water to replenish your thirst. Carry an energy bar or banana in your pocket for afterwards.

### stretch

Light stretching after your run will prevent muscles from tightening up and reduce stiffness.

### stay warm

Especially if you're taking part in a race, always take a spare set of dry clothes to change into or a blanket. It might seem unlikely, but you will get cold, rapidly.

### relax

If it's a long run you've just conquered, go home, take a bath or hot shower, elevate your legs if they are feeling tired or even take a 90 minute nap. Get comfy and cosy and allow the regeneration phase to begin.



# RECOVERY & REGENERATION



**WHEN IT COMES TO RUNNING, RECOVERY AND REGENERATION ARE JUST AS IMPORTANT AS TRAINING AND NUTRITION. IMPROVING YOUR PERFORMANCE THEREFORE DEPENDS ON A GOOD BALANCE OF HARD WORK AND REGENERATION.**

## REST DAYS

In the beginning, it's important not to overwhelm your body. We recommend running no more than three to four times per week with one rest day between every workout. Why? Because it helps reduce the potentially negative impact on your body and allows it to regenerate properly. If you run on consecutive days, you'll need a longer rest period afterwards. Overtime and with consistent training, your body will get used to the load and your muscles will gain strength and endurance. Nonetheless, it's important to give yourself

at least one or two days of rest so you can recharge and return to training fully fit. However training consistency is key, more than three days rest will limit your improvement trajectory, and will mean it takes a lot longer to reach your goals.

## WHAT DOES THE PERFECT REGENERATION ROUTINE INCLUDE?

Since recovery is an essential way of giving your body enough time to turn graduated training into better running form, here are a few ways to optimize your rest days.

## MOBILITY

Foam rolling, the Deep Squat hold and movement sequences like the Lunge Stretch and, of course, the World's Greatest Stretch are all good examples of effective mobility exercises to loosen joints, soften hardened muscles and treat joint restrictions.

## STRETCHING

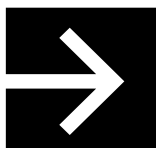
Runners need to stretch. There's no alternative. A stretched muscle can absorb more nutrients from the blood, regenerate quicker and store more energy to be used during running. It's the ticket to greater power, improved endurance and reduces the risk of cramps, strains and tears. There's really no reason not to include this in your post-run routine.

## MOBILITY

As mentioned earlier, proper nutrition plays a vital role not only in performance but also in recovery. After a run, you'll probably feel quite hungry. With longer runs, the hunger might not hit right away—but when it does, it can be intense. Your post-run meal should replenish depleted energy stores and supply sufficient protein to reduce muscle breakdown while promoting muscle repair and growth. An ideal recovery snack or meal includes a combination of quality protein and carbohydrates, such as a banana, a protein bar or shake, or an omelet with vegetables and a slice of bread.

## SLEEP

During sleep, the body releases growth hormones. These aid both muscle growth and fat burning. That's why you should aim for a good quality sleep per night based on your individual body's needs. Try waking up without an alarm clock to discover your ideal range. The higher the quality of sleep, the higher the quality of muscle regeneration, which means a shorter recovery time.



WE'VE TOLD YOU ALL YOU NEED TO KNOW

REMEMBER

YOUR BODY WAS DESIGNED TO RUN, IT'S UP TO YOU TO UNLEASH ITS POTENTIAL.

# WHAT ARE THE BENEFITS OF COMPRESSION?



## MORE ENERGY AND GREATER ENDURANCE

Increased circulation improves supply of oxygen and nutrients to the muscles.



## HEAT AND MOISTURE MANAGEMENT

The improved circulation helps maintain a consistent body temperature.



## BLISTER PROTECTION

The perfectly designed anatomical fit protects your foot like a second skin and prevents pressure points.

## TRAIN WITH COMPRESSION



## FOR LIGHTER LEGS

The precisely defined compression profile stimulates blood circulation while you train. This ensures an optimal supply of important nutrients to your muscles – for fresh legs.



## FOR MUSCLE STABILISATION

The muscles in your legs are protected against energy-consuming vibrations thanks to medi compression. For more energy when you train.



## FOR JOINT STABILISATION

The precisely defined medi compression profile stimulates your muscles and joints with a deep sensory effect so that you are ready to run on any surface – for rocksteady footwork.

## RECOVER COMPRESSION

Recovery is a key success factor for top performance. Like a battery, your body needs to recharge efficiently so that you are always ready to deliver peak performance. Compression is the technology for smart recovery. An ergonomic compression profile promotes circulation and speeds up the removal of waste products such as lactates.



## COMPRESSION FOR FAST RECOVERY

The accelerated removal of metabolic waste products and the replenishing of energy reserves help you recover faster after sports.



## COMPRESSION FOR FRESH LEGS

Circulation-promoting compression profile – for non-stop fresh-feeling legs.

