

Shu Gum – Home page copy edit (Landing page/sales page)

[Announcing a new scientific breakthrough!](#)

## **The Natural, Clean And Safe Solution To Eliminating Nasty Footwear Odour**

*“The Ultimate Odour And Cleaning Treatment For All Shoes”*

EAMON KATZLER (MARATHON RUNNER)

Shu Gum is the totally unique and powerful solution to neutralising footwear odour quickly and easily.

It is specially formulated from natural ingredients and offers highly effective protection against the build-up and effects of bacteria.

Shu Gum also removes dirt, dust and grime and leaves your footwear smelling clean and fresh... just like new!

### **What causes footwear odour?**

Footwear odour is inevitable and affects everyone. That's because we all have sweat glands in our feet, which continuously emit moisture throughout the day.

Over time this continuous sweating action causes moist inner shoe linings, which then dry out but will encourage bacteria to grow and multiply, giving off a pungent smell.

However, this bacteria can also cause foot infections such as Athlete's Foot... and no type of footwear is unaffected. Even sandals and slippers can become breeding grounds for bacteria.

### **Is your footwear affected?**

Yes, however, the degree of foot perspiration, odour and resulting bacteria will depend on the type of footwear and how active you are.

For example open type shoes and footwear made from breathable fabric may not be quite as affected as closed leather shoes or training shoes.

Sports and other high-energy activities will generate much more foot sweat and so the level of potential bacterial build-up will be much greater.

ALL footwear can become affected by odour eventually, including sneakers, safety footwear, hiking boots, leather shoes, ballet shoes, and even flip-flops.

## **How do you cure your stinky shoes?**

So how do you best clean the inside of your shoes?

You can wash them and wait a few days for them to dry. You can use a powder or a spray or any other kind of deodorizing product but...

Powders, sprays and most other shoe odour treatments will leave a residue and very often these remedies will contain chemicals, which are very often not environmentally-friendly.

Also, none of these options will effectively remove dirt and grime from the inside of your footwear.

## **The best possible solution available...**

What makes Shu Gum the best possible option available for removing footwear odour and protecting against bacteria build-up?

- It's very quick and easy to use in just a few minutes.
- It's made from natural and sustainably sourced ingredients.
- It's completely biodegradable, safe to use and safe to dispose of.
- It's doesn't need anything else like water or wipes in order to work.
- It removes odours and leaves a fresh citrus orange smell.
- It also removes dirt, dust and grime effortlessly.

- It doesn't leave any residue whatsoever... just a clean fresh smell.

## **Unlike any other shoe odour treatments...**

Shu gum will not damage your footwear, unlike many other treatments that contain chemicals.

That's because the ingredients in Shu Gum includes Indian Guar Gum, purified water, essential oil isolates and fragrances, all of which are completely safe to use.

The gentle cleansing action will absorb odours and collect dirt and grime, leaving all your footwear smelling fresh and clean every time.

Shu Gum helps to protect and your expensive shoes, making them last longer and we all know how long it can take to find a comfortable pair of shoes.

## **3 Simple Steps To Footwear Freshness**

Simply roll and squeeze Shu Gum in your hands and then push the soft, non-toxic gum into your footwear. Remove and repeat for clean and fresh footwear every time.

It takes only minutes to thoroughly clean the inside of your shoe leaving you feeling confident that your footwear is fully sanitised and odour-free.

Now you can experience the quickest, easiest and most effective way to remove dirt, odour and bacteria from any type of footwear without any fuss.

Eliminate those nasty niffs today. STEP INTO FRESH with Shu Gum

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