

CEP VS. COMPETITORS

Not All Compression is Created Equal

With all the choices in compression sportswear these days, it can be hard to decide what product you should buy. How can you know if what is being offered is a "gimmick" or a truly effective performance tool?

CEP COMPRESSION

GRADUATED COMPRESSION

Tighter in the ankle, looser in the calf – brings blood back to the heart.

Our compression levels are medically tuned for maximum performance. We measure calf circumference to ensure proper compression. The compression on the calf is lower to effectively target the arteries and allow proper blood flow back to the heart, while the compression in the ankle penetrates deep veins to push blood back to the heart. Plus, our socks are anatomically correct with left and right feet.



COMPETITOR BRANDS

INCORRECT COMPRESSION

Tighter in the calf, looser in the ankle – blood pools in the leg.

Competitor products lack proper compression design. They may say the socks are "graduated", but when you put them on the compression is greater in the calf than the ankle. Think about that: if the socks squeeze tighter at the calf than the ankle, then the socks will promote blood flow toward the ankle rather than the heart. This can hinder performance, recovery and in some cases cause more harm than good. Other products measure by shoe size or simply are not made using any anatomical measurements and designs. The result can be compression designs that are the opposite of what they should be or compression that is not tight enough to help you.

