



MIPS TECHNOLOGY

What it is and how it works

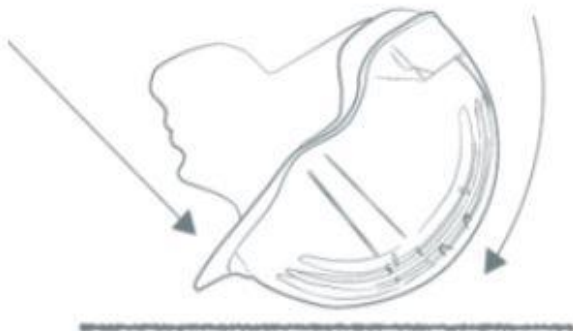
MIPS (Multi-Directional Impact Protection System) was founded in 1996 by a neurosurgeon and a researcher from the Royal Institute of Technology, both located in Stockholm, Sweden. MIPS is designed to add protection against rotational motion (or kinematics) transmitted to the brain from angled impacts to the head. Rotational motion is a combination of rotational energy (angular velocity) and rotational forces from angular acceleration that both affect the brain and increase the risk for minor and severe brain injuries. MIPS' added protection system has been proven to reduce rotational motion when implemented in a helmet by redirecting energies and forces otherwise transmitted to the brain.

Charles Owen has embraced MIPS technology as a way to 'top up' the safety in their already triple-tested, triple-certified helmets. The adoption of MIPS provides further protection to reduce brain shear in riding accidents involving falls at speed.

MIPS IS A BRAIN PROTECTION SYSTEM

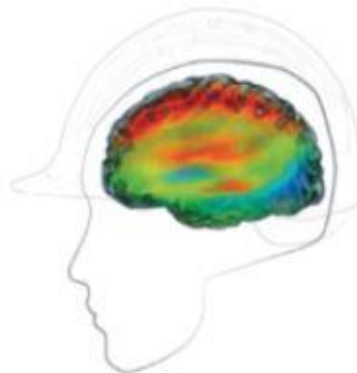
1

When you hit your head in a fall, it often creates a rotational motion in your brain.



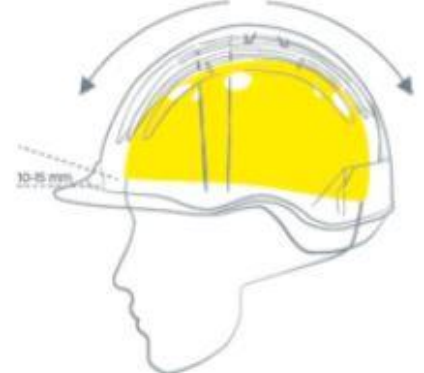
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The rotational movement can cause brain injuries.



3

MIPS low friction layer allows the head to move 10-15 mm, in all directions, inside the helmet which reduces the rotational motion to the brain.



The three helmets in the Charles Owen range that incorporate MIPS include:

- the My PS – Unique in the industry as it offers three certifications to three international equestrian standards. With an outer shell made of ABS plastic, the My PS gives riders the elegant look of a Charles Owen helmet infused with modern style and a deep fit. Ten ventilation slots, a removable cup headband and a six-point GRpx leather look harness help to tick all the boxes of a truly modern, innovative riding helmet.
- the My PS with Wide Peak – Offering three certifications to three international equestrian standards with the outer shell made of ABS plastic, riders have the elegant & feminine look of a wide peak helmet to shade the face and upper neck from the harmful effects of the sun. Ten ventilation slots, a removable cup headband, a deep fit and a six-point GRpx leather look harness help to tick all the boxes of a truly modern, innovative riding helmet that also functions as a sun shade.
- the MS1 Pro – A truly new jockey skull with its added MIPS technology. No other skull has incorporated the MIPS technology before, so with the three certifications to three international equestrian standards, riders can feel truly protected as they ride the gallops or simply hack out. The ABS outer shell offers a deep fit made secure with the unique padded harness. Ten ventilation slots and removable cup headband add to the functionality of this new skull.

