

# WHAT'S UNDER YOUR SKIN?

> You are only human. Flesh and bone. You bruise, you bleed, and sometimes you break. It's what you live for. And while forces beyond your control impose new scars on top of old ones, you know they can never penetrate what's under your skin—mental toughness, competitive drive, and a fierceness that taunts nature eight seconds at a time.



> Every Ariat boot is equipped with the ultimate performance technology inside.

**Performance Is In Our Sole™**

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