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## About HIKERS™ Suspenders

Our beer-loving team tinkered with prototypes for weeks using duct tape and staplers before landing on the original HIKERS™ suspenders design. Don't let your kids skip arts and crafts. Those skills are handy.

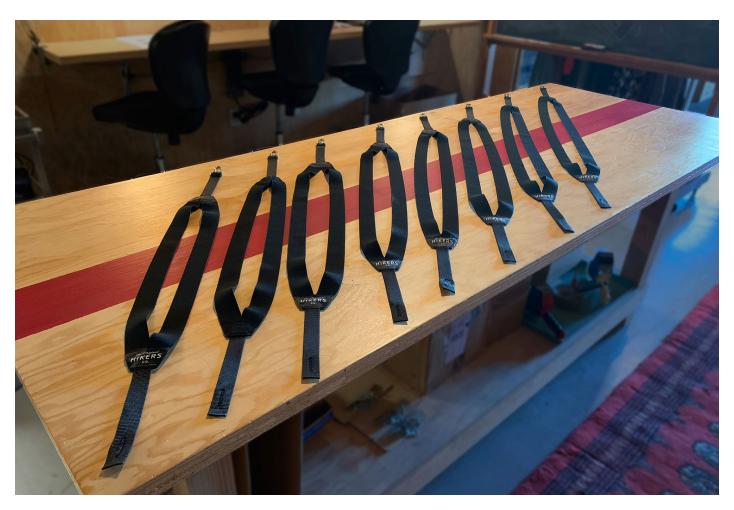
But wait. We're getting ahead of ourselves. The whole thing started with the following realization...

Belts don't work and they can even be <u>bad for your health</u>. We need to keep our pants pulled up. Not *cinched* on. They often require adjusting during the day. Belts add weight to your pants while trying to keep them up at the same time. *Maybe not the most intelligent design*.

On the other hand, suspenders are about as modern day as an 8-track in a Ford Pinto. They're bulky and slow to take on and off. Many folks just aren't into the <u>suspenders look</u>, including us.

It's high time for an <u>innovative suspenders solution</u>. Our shop is in Northern California. It's always high time around here. But we digress.

Seeing that we're highly motivated by the desire to stock our fridge with good local beers, we're basically a non-profit.



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HIKERS™ -Suspenders \$35.00

5 reviews

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HIKERS™ Size **Tool Kit** \$10.00

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HIKERS™ T-Shirt \$30.00

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HIKERS™ Dad Hat \$30.00

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Fit Guide Suspenders

 $\begin{array}{c} \text{Belts Are} \\ \text{How to Wear} \\ \text{HIKERS}^{\text{TM}} \end{array}$ 

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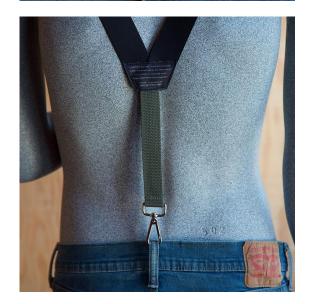
## HIKERS™ -Suspenders

The Original Trouser
Tackle
\$35.00

5 reviews

Description Sizing

HIKERS™
are innovative
suspenders with two
point attachments: your
fly button\* and your
back belt loop. Made to
be worn under your tshirt or button-down
with your shirt







untucked. Lightweight, breathable material moves with you throughout your day. Keeps your pants up and your waist constriction-free.

HIKERS™ are not adjustable, by design, to avoid extra hardware and bulk. So, you'll need to order your size. If you measure between sizes, go down a size.

Learn how to get the perfect fit, and try them today with our 100% Risk-Free Guarantee.

\*Please note: HIKERS™ suspenders only attach to a button—they won't work with snaps.

Color - Black



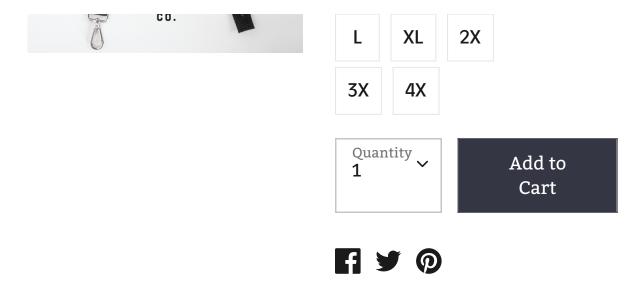


Size





M



#### **Customer Reviews**

Based on 5 reviews

Write a review

#### **Comfort Plus**

John Asher on May 07, 2019

Saw these during the design stage and didn't think they'd really be comfortable, I was wrong. Hikers are extremely comfortable, most of time I forget I have them on. For a more perfect fit however, I would recommend some type of sizing adjustment mechanism be added for those of us who find themselves in between sizes e.g. my Hikers size is somewhere between L and XL. Other than that, Hikers are great!

Thanks for trying HIKERS and for your feedback! We suspect a Large might fit you better. So, look out for a

#### Very happy customer

Sooch on May 03, 2019

Seems like normal belts don't seem to hold up my pants anymore and traditional suspenders don't seem to fit my style -- don't want to add bowties to my wardrobe. Discreet and comfortable.

Report as Inappropriate

replacement pair in the mail (they're headed your way), and please let us know if that size fits you better. Feel free to pass your XLs on to someone else you know who needs a pair!

- HIKERS™ Co.

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#### Exactly what I need!

Jeff Reichert on May 03, 2019

I have been in construction for over 40 years and finally a product for me. My pockets are loaded with tools, and belts just don't cut it. These do. Let's get some more colors so I can mix it up. Best product that I have purchased, and actually use, every day! Great job Hikers team. Keep on making awesome products.

Report as Inappropriate

#### **Pleasantly Surprised!**

Michael OBrien on May 02, 2019

I was skeptical at first but what the heck they are not that expensive. I am tired of my belt buckle digging into my belly while driving. I am a sales rep that covers 8 states. So I drive!

I thought this might be my answer! Well it was! My pants stay up and no more belt buckle bruises!

If I had one suggestion it would be make them out of softer material so I can wear it under a T shirt for when I am in shorts.

Still overall I would recommend this in my option to all those people who need help keeping your pants up and no more of the constant pulling up your pants!

Thank you!

Report as Inappropriate

#### Love these!

Colleen Barnickel on Apr 28, 2019

Bought these for my husband who is always pulling up his pants. He thought they were goofy at first. Now he can't imagine not having them on. Wears them with his jeans and shorts, under his t-shirts and on top too.

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# Belts don't keep pants up. HIKERS™ are the solution.





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HIKERS™ are innovative suspenders and the belt alternative, made without clunky adjustable straps and bulky hardware protruding through your shirt. They're made to fit—learn how to find your size.





Why are you interested in HIKERS™? Tell us to save 10% Today.



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HIKERS™, the innovative suspenders, are easy to get on and off. Follow these illustrated instructions for use. Warranty may be voided if used as a slingshot or dog leash.

Open fly and connect strap to button



Fasten fly as you normally would



Reach behind you to fasten clasp to belt loop



HIKERS™ should fit with slight tension









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# How are HIKERS ™ different from traditional suspenders?

HIKERS™ are the blue jeans of suspenders—they're made to be worn every day, under your untucked shirt or over your a tucked-in button down. It's all up to you: you can wear HIKERS™ with any pants or shorts with a button.

## Old Fashioned Suspenders for Men

There are many reasons to wear suspenders, be it <a href="health">health</a>, utility, or convenience, and we're down with all of them. But for some of us, traditional suspenders are just not okay. We either associate them with grandpa or Wall Street bankers or hipster bartenders. We're not bashing grandpas, bankers, or bartenders, we just don't want to dress like them.

### HIKERS™ Are Casual Wear

Maybe you like to dress up sometimes, but what about when you want to keep your pants on without the formal factor. What if you just want to throw on some dirty jeans and a t-shirt and go to the grocery store without worrying that your pants are going to fall down. Maybe you need to load up your pockets or wear a heavy gun or tool belt. Maybe your belt just doesn't work. Now you have a <u>casual option for keeping your pants up</u>.

## HIKERS™ Suspenders - Innovative & Casual

It would be easy to call these suspenders, but really they're a whole new thing. Although they both keep your pants from falling down, here are a few ways HIKERS™ are different from traditional suspenders. We could go on and on...

#### HIKERS™ Suspenders

Adjustable Made in your size

Heavy Lightweight

Involve lots of hardware Minimal hardware

Take time to put on Easy to take on and off

Can be tricky in the bathroom Easy in the bathroom

Visible Can be hidden under clothing

Not often worn with casual Made to be worn everyday

clothing / jeans

Typically formal

Niche fashion statement

Require tucked-in shirt

Faux pas to wear a belt with suspenders

#### Compliment a casual lifestyle

- Made to be worn with most pants
- Easy to load up your pockets
- Keep your shirt untucked or tucked in - either way works.

Can replace your belt indefinitely

Can be worn with your (loosened) belt, if you just can't part with it or have belt attachments

keep your pants on

keep your shirt untucked

loose pants

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# Top 5 Reasons to Wear HIKERS™ Suspenders

Imagine not having to hike up your pants constantly. Imagine not needing to cinch your belt. Imagine wearing loose, comfortable pants and trusting that they won't slip off your flat butt. Imagine not needing to wash your pants just because they're a little too stretched out to stay up. Imagine feeling comfortable even after you eat. You don't need to imagine, just try a pair of HIKERS™.

## 1. HIKERS™ keep your pants up.

Hands down, the number one reason to wear HIKERS™ is that they keep your pants up. Period. Even if your pockets are full. Even if you're moving fast. Even if you're wearing a heavy belt with tools or a gun. Even when your pants are stretched out or dirty.

### 2. HIKERS™ are comfortable.

How often do you loosen your belt or unbutton your pants? Are you eager to get home at night and change into something more comfortable. When you're wearing HIKERS™ suspenders, your pants can be a little looser because their tightness is no longer a factor in keeping your pants from slipping down. You'll want to wear them whenever you're wearing pants.

### 3. HIKERS™ are versatile and casual.

Keep your shirt untucked and wear HIKERS™ under your t-shirt, or wear them over your shirt like more traditional suspenders. Wear them with pants or shorts, anything with a button in the front and a belt loop in the back, which for many of us describes everything in our closets. Wear them with or without a belt.

Even if you *love* traditional suspenders, you're probably not going to wear them every day. That's not true for HIKERS. If you're a suspenders wearer, there will be days that you don't wear them because they don't go with your vibe, and on those days, you can wear HIKERS. You can always wear HIKERS.

## 4. HIKERS™ are convenient.

When you're worried that your pants are going to fall down, you're less likely to walk around with your hands full for long stretches. No one wants to be pulling up their pants between every minor activity.

Or maybe you're someone who wears a belt and needs to readjust the buckle all day long—belts are a pain, literally.

Even when you're in a hurry or need to go to the bathroom, HIKERS™ are

easy to get on and off—guys don't even need to take them off to pee.

## 5. HIKERS™ are good for you.

Suspenders are proven to improve your circulation by eliminating the constriction from belts or pants that are too tight. In fact there are a bunch of <a href="https://example.com/health-benefits">health-benefits</a> to wearing <a href="https://example.com/suspenders">suspenders</a> and, on the flip side, there are a ton of <a href="https://example.com/reasons-to-ditch-your-belt">reasons-to-ditch-your-belt</a>, or at least loosen it.

### When to wear HIKERS™

Anytime you're wearing pants or shorts with a button hole and belt loops. Anytime that you need to walk or work with your hands. Anytime you want to be comfortable. For us, that means we wear HIKERS $^{\text{TM}}$  all the time.

## Who wears HIKERS™

If you work with your hands every day or even if your hands are just busy, you don't have time to hike up your pants. Let HIKERS™ do the work for you. Anyone can wear them, but here's a short list of the kind of folks we know who love their HIKERS™.

Bartenders Homebuilders

Waiters Farmers

Construction People that climb ladders

Doctors Roofers
Dentists Foremen

Factory workers Military personnel

Flight attendants Fishermen

House cleaners
Hospitality workers
Garbage workers
Postal workers
Mechanics
Repair people
Installation workers
Painters

Craftsmen

**Artisans** 

Hunters
Shipping/Receiving
Print Shop workers
Assembly line workers
Camera operators
Actors
Basically, anyone who needs to
move/work with their hands full

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# Is Your Belt Bad for Your Health?

We've all seen (and some of us are) men with flat cowboy butts and big bellies hanging over our belt buckles. Some people call it Dunlap Syndrome, as in that guy's belly 'dun laps' over his pants. But what's the deal with all that weight up front and why is it so hard? The typical, hard-to-pinch beer belly is filled with visceral fat which fills the spaces between your organs and causes your gut to balloon and feel hard to the touch.

If you're like us, your doctor may have told you that having a larger belly can lead to health issues, but aside from the obvious (having a belly full of hard fat doesn't sound good), have you thought about the other reasons this body type is said to be worse than smoking and high cholesterol?

All that fat constricts your internal organs, puts extra weight on your lower body, cuts off circulation to your legs and feet, and causes chronic

back pain. All of these things can increase the risk of heart disease, weight gain, type 2 diabetes, and other health problems.

#### Can Belts Cause the Gut?

Something that no one seems to mention is that a belt can be the cause of, and the worst thing for, those big paunches. Belts act like a tourniquet on your belly, displacing and restricting blood flow to the already-crammed internal organs and causing your fat to get stuck in your torso rather than settling down into your buttocks and legs.

## What About that Under-Your-Gut Ridge?

There's a ridge that develops under a big gut, right where the belt sits, and it's almost like a continental divide. The muscle and fat tissues get pushed to one side of the ridge, trained in a way, so that even when you take off your belt, everything stays on its learned side of the ridge.

The good news is that when you lose the belt, you'll notice that your hard ridge smooths out and gravity takes over after a few months. Your circulation greatly improves and varicose veins decrease. If you're cursed with a non-existent butt or chicken legs, prepare to fill out a little as your newly-mobile body fat begins to migrate as it was intended to do. And don't worry, having a little more padding all over is worlds better than the alternative.

## Bottom Line: It's Bad to Wear Your Belt Too Tight

Despite fashion dictating that you fill your belt loops with a belt, you're better off losing the belt. It's just a fact: a tight belt can cause some

serious problems.

But for many of us, if the belt isn't cinched tightly, those pants are going to fall down. Or, you'll be stuck hiking them up all day long, which is especially hard if you need to use your hands for work or even if you need to put things in your pockets.

## How to Keep Your Pants Up?

So without a belt, how are you supposed to keep your pants from falling down. HIKERS<sup>TM</sup> suspenders are the answer for casual and everyday wear—learn how they're different from traditional suspenders and all the health benefits of wearing HIKERS<sup>TM</sup>. Not only do they keep your pants up, they can be worn under your untucked t-shirt or layered on top like traditional suspenders. Read all about why you should wear HIKERS<sup>TM</sup> and try a pair today.

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# What are the Health Benefits of Suspenders?

# Are there actually health benefits to wearing suspenders?

Absolutely. Suspenders, also known as braces, have been proven to improve posture, increase blood flow to your internal organs, improve circulation to your legs and feet, and reduce back pain, all while keeping your pants from falling down. But how? The bottom line is looser pants.

Not only can you ditch your belt when you wear suspenders and HIKERS™, you can also buy and wear pants that aren't keeping your guts in a vice all day. Additionally, belt wearers who switch to HIKERS™ often find that the size of their so-called beer bellies actually decrease when they stop wearing a belt or pants that are too tight.

Doctors have been touting the health benefits of suspenders for almost a

century. As early as the 1920s a Chicago doctor named Dr. V. S. Cheney said, "There are more big stomachs caused by the wearing of a belt than any other one thing I know of," urging people instead to practice "posture, exercise and the wearing of suspenders."

What's this? Can big stomachs actually be caused by belts? The answer is: Definitely! Belts, and tight pants for that matter, act as a tourniquet on your gut, displacing and restricting blood flow to internal organs and causing fat to get stuck in the torso rather than settling in the buttocks and legs.

Let's break down the health benefits of suspenders one by one...

## How do suspenders improve your posture?

The gentle pressure applied on your shoulders makes you compensate by standing up straighter. In other words, suspenders subconsciously remind you to stop slouching and walk a little taller. There are all sorts of contraptions and modern devices designed to help you improve your posture. HIKERS™ improve posture *and* keep your pants up.

# Can suspenders actually improve blood flow to your internal organs?

Think about it: belts and tight pants are like tourniquets on your waist. Tourniquets constrict an area, forcing everything either below or above the cut off. All day long, your belt is compressing your intestines and other organs. Wearing suspenders allows you to wear looser-fitting pants without worrying that you'll be hiking them up all day. That's what HIKERS™ are for.

## How can suspenders improve circulation?

Suspenders, also known as galluses, improve circulation in two ways: 1) maintaining better posture keeps your entire skeletal structure in alignment, which in turn keeps your blood flowing optimally, and 2) removing the tourniquet around your middle (whether a belt or pants that are too tight) increases blood flow to your legs and feet.

# Can back pain be relieved by wearing suspenders?

Posture affects so many of our common ailments and chronic pain. When you improve your posture, as suspenders have been proven to do, your entire skeleton and muscular structure work as it intended. You engage your core muscles, broaden your back, and even hold your head correctly. Posture, proper circulation and blood flow to your all of your muscles helps relieve back pain. In addition, back pain is always alleviated when your belly size is reduced.

## How can suspenders reduce my belly size?

Whether you appreciate beer or not, if you are someone with the classic beer-belly gut hanging over your pants or belt, you are an ideal convert to suspenders or HIKERS™. As you know, when you take off your pants, there's a ridge below your gut, an indentation that doesn't really go away, even after a day or two without constricting pants.

When you switch to HIKERS™ or suspenders, you'll find that the indentation below your belly slowly goes away. As that ridge smooths out, your internal organs move back into their natural positions, your circulation and posture improve, and some of your belly fat migrates to

your lower extremities, making you look more proportionate.

# Have you been cautioned about the size of your belly?

Has your doctor recommended that you lose some weight or reduce the size of your gut? Maybe that doctor even recommended suspenders. Some of us just can't go the traditional suspenders route. HIKERS<sup>TM</sup> are innovative suspenders and are made to be worn by the everyday, casual person. Learn more about why to ditch your belt and how HIKERS<sup>TM</sup> are the perfect solution to keep your pants up.

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## The History of Suspenders -From Suspender Clips to HIKERS™

## The Struggle to Keep Our Pants Up is Nothing New

Holding up our pants is an age-old problem, and suspenders, belts and various other contraptions have been competing for our preference since humans started wearing pants.

## The Invention of Suspenders

Suspenders for men first hit the fashion scene in the 1700s in France, and like HIKERS™, they were originally made to be worn as an undergarment. In fact, it wasn't until the 1930s that men started

pushing the norm and wearing them over their shirts.

The first-known French suspenders were merely ribbons tied to button holes, but what most of us think of as modern suspenders were first created from boxcloth (a tightly-woven wool) in the 1830s by British fashion designer, <u>Albert Thurston</u>. Men's fashion of the day called for extremely high-waisted pants that couldn't be held up by a belt. So Mr. Thurston created an H-back design that attached with leather loops, and later modified them to feature both the commonly found X- and Y-back designs. You can still buy the <u>original boxcloth braces</u> design today.

## Improving the Design with Suspender Clips

Forty years later, an American by the name Mark Twain (aka Samuel Clemens) complained that suspenders were uncomfortable and applied for a patent for his invention, "Adjustable and Detachable Straps for Garments." This new contraption attached to everything from underpants to corsets and was eventually modified with metal suspender clips so as not to require buttons to attach.

## **Doctors Began Recommending Suspenders**

Doctors have been professing the health benefits of suspenders for almost a century. In 1928 a Chicago doctor named Dr. V. S. Cheney said, "There are more big stomachs caused by the wearing of a belt than any other one thing I know of," urging people instead to practice "posture, exercise and the wearing of suspenders." Learn more about the <a href="health-benefits of suspenders">health benefits of suspenders</a>.

## Suspenders Fall In and Out of Fashion

By the early 20th century, suspenders fell out of fashion as men's pants

started riding lower and belts took over. However over the years popular actors, such as Humphrey Bogart, iconic movie characters, like Alex Delarge (A Clockwork Orange), Gordon Gecko (Wall Street), Annie Hall, and Steve Urkel (Family Matters), kept the look alive in popular culture. And hip hop stars and modern-day hipsters have continued to popularize the formal wear style suspenders.

Many men have come to associate suspenders with dressing up for corporate jobs or formal occasions and don't consider them as an everyday item. Or, they think only grandpas, poseurs, or nerds would ever wear them.

## Belts Are More Popular than Suspenders

Most people consider belts to be the most convenient way to keep your pants up, and they are certainly more popular than suspenders. Almost all pants and shorts come with belt loops, making them an almost required fashion accessory, particularly if you want to wear your shirt tucked in. Many men wouldn't be caught dead without their shirt tucked in and a belt around their waist.

## Belts Don't Work for Everyone

For a great many people, belts either don't work or they are downright unhealthy. If you're someone with no butt or hips, belts don't have anything to rest on and you're forced to cinch it too tightly. Or maybe you need to carry heavy things in your pockets or around your waist—belts don't work very well in those instances either. There are so many reasons belts don't work.

Plus, tight belts (and pants for that matter) act as a <u>tourniquet around</u> <u>your waist</u> and can cause all sorts of health problems.

## Modern Undergarment Suspenders Are Bulky

As people struggled with keeping their pants up without a belt, inventors developed ways to hide suspenders under clothes. These undergarment suspenders were designed to remain hidden, at all costs. Let's face it, most of them are pretty ugly. Even though they're intended to be invisible, because of their bulk, you can often easily make out the acebandage style straps and bulky clips and metal adjusters. Unlike with women who are accustomed to wearing bras that are often visible under their clothes, most men don't want anyone to know they're wearing an undergarment. Heck, they don't even like the word *undergarment*.

### And Now There's HIKERS™

Many people would benefit from wearing suspenders, but suspenders probably aren't even on their radar because we think of them as old fashioned or too formal. The struggle to keep our pants up, without compromising our fashion sense, is real.

HIKERS™ are the innovative new suspenders made to be worn with jeans or shorts, under or over your shirt. For everyday wear, HIKERS™ are the blue jeans of suspenders, made for casual people who want to look good and be comfortable. Try a pair.

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