

# What You Wear on Your Feet Matters!!!



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# The Dansani “Turbo Flow”: \$200



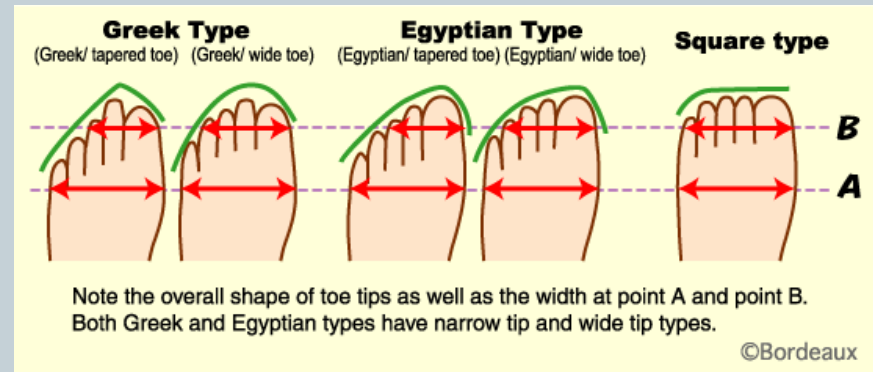
# Common Problems With Shoes People Wear



- Improper fit
- Shoe breakdown from excessive wear
- Wrong shoe type for your foot type
- Wrong shoe type for your activity
- Poor shoe quality, construction, design

# Improper Fit

- **Toebox too short, narrow, or shallow**
  - Short: Standing “thumb nail” test
    - ✦ At least a thumbnail from EACH toe to end of shoe
  - Narrow: Standing insole test
    - ✦ Foot doesn't overhang insole
  - Shallow: Toebox “bulge” test
    - ✦ No distortion of toebox by toes pushing up
- **Heel slippage**
  - Kick back of heel before tying shoes
- **CHECK BOTH FEET!!!**



# Poor Fitting Shoes



- Examples



# Excessive Shoe Wear

- Tread wear – tread pattern gone
- Midsole breakdown – creases: often 1<sup>st</sup> sign
- Shoe tilt



# Wrong shoe type for your foot type

- Ex: Flat foot: NOT in “neutral” shoe
  - ✦ Shoe will break down INWARD
  - ✦ Best in STABILITY shoe
- Ex: Neutral foot: NOT in stability shoe
  - ✦ Shoe will break down OUTWARD
  - ✦ Best in NEUTRAL shoe
- Get EXPERT evaluation – specialty running store, podiatrist, physical therapist,



# Wrong Shoe Type for the Activity

- Examples:

Activity	Wrong Shoes	Correct Shoes
Hiking	Running Shoes, Flip Flops	Hiking Boots
Mall Shopping	Flip Flops, High-Heels	Walking or Running Shoes
Tennis	Sandals, Running Shoes	Tennis Court Shoes
Power Walking	Dansani Turbo Shoes	Walking or Running Shoes
House Cleaning	Slippers, Barefoot, Flip-Flops	Walking or Running Shoes





# Poor shoe construction/design

- Shoe not shaped like a foot
- Poor structural design of upper or sole
  - ✦ Poor overlay location
    - Strap irritation over toes
  - ✦ Wrong location of flex in sole
    - Should flex@ toes, NOT arch
- Poor quality control of shoe manufacturing



Back height not conform within pair

**Sunshine Inspection**  
Your eyes and ears in the factory



# What's the Price You Pay For Improper Shoes?

- Nail Fungus Infection
  - ????. Most Treatments Fail To Work
- Ingrown Toenail Procedure
  - \$200
- Hammertoe Surgery
  - \$600
- Bunion Surgery
  - \$1200



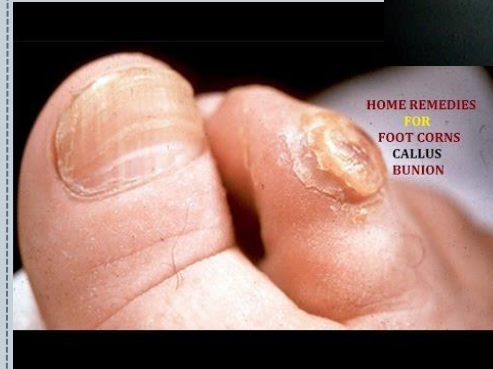
**A BUNION  
IS NOT A  
GROWTH  
OF BONE**

**IT'S A SUBLUXED  
BIG TOE JOINT**



# What's the Intangible Price You Pay?

- Pain
  - Corns, inflammation
- Embarrassment
  - Cosmetically unattractive
- Unhealthy feet
  - Arthritis, weakness
- Time wasted in doctors' offices
- Time and aggravation of recovering from treatment
  - Interruption of normal lifestyle
  - Unable to exercise
  - Uncomfortable treatment process



# So What Shoes Should I Wear?



- You need the right shoes for YOU (everyone is different!)
  - There is not one brand that is best for everyone
    - ✦ What fits great for one person may fit poorly for another
  - Each brand makes many different shoe models
    - ✦ There are good as well as bad shoe models made by most brands
- Get fitted at a **REPUTABLE SHOE STORE**
  - Running or walking
    - ✦ Lucky Foot Running Shoe Store
  - Walking, work, dress, sandal, clog
    - ✦ Saxon shoes

# Thank You!



- Questions, anyone???

