

No.1/June 2010

We make our readers succeed!

**MEDIA  
PLANET**

# FOOT CARE & FOOTWEAR

## STEPS TO TAKE FOR HEALTHY FEET

**Soles4Souls has pledged** over a million new or slightly used pairs of shoes for Haiti

PHOTO: MICHAEL GOMEZ

3

TIPS

TO TAKE A BOLD STANCE ON FOOT CARE FOR YOU AND THE GLOBAL COMMUNITY

Get comfortable  
Select the best shoes and socks for your feet



Protect your feet  
Keep feet and ankles fit while exercising



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## CHALLENGES



Feet are our foundation for living a healthy life. A walk around the block, a trip to the supermarket, a pick-up game in the park—**our feet carry us through.** However, people typically don't think twice about their feet until problems arise.

# Put your best foot forward every day

**T**he average person walks 8,000 to 10,000 steps every single day. Foot pain, although common, is either ignored or self-treated. Nearly 75 percent of people experience foot pain at some point in their lives, however, only one out of every six sufferers seeks a podiatrist, a uniquely qualified foot and ankle specialist. Given the critical role our feet have in our lives, everyone should learn how to take care of their feet in order to maintain an active lifestyle. This Mediaplanet report is your complete guide to keeping your feet healthy and looking great year-round.

## Diabetes affects your feet

Type 2 diabetes impacts many aspects of one's life from a controlled diet to regimented medication and especially to foot care. Diabetic peripheral neuropathy, a numbness of the extremities that

is common in those with diabetes, can make cuts and blisters on the feet difficult to feel. As a result, these wounds or ulcers can be left untreated and continue to worsen, becoming infected until the only option is a lower limb amputation. To prevent this, it is critical for diabetics to check their feet often for sores and see a podiatrist.

## Take care of your feet in the heat!

Now that summer is officially here, it's prime time to wear open sandals and get outside. However, make sure to avoid wearing flip-flops everywhere you go. While they can feel comfortable, most of them lack proper foot and ankle support and leave skin and toes vulnerable to cuts and breaks. Remember to apply sunscreen to bare feet when lounging by the pool or beach. In the sun, your feet can burn too!

## Focus on the right footwear

One of the biggest factors in avoid-

"...everyone should learn how to take care of their feet in order to maintain an active lifestyle."



**Kathleen M. Stone, DPM**  
President, American Podiatric Medical Association

ing foot problems is selecting the right shoes. If you like to wear high heels or ballet flats, do so in moderation to avoid muscle strain or nerve irritation. For athletes, who place an intense pressure on their bodies, choosing the right support is paramount to protecting the feet and ankles. Check the inside and bottom of shoes regularly, and replace them when the arch, heel, or tread support wears down.

## Make an appointment to see a podiatrist

A podiatrist can help patients suffering from hammer toes, bunions, plantar fasciitis, diabetic peripheral neuropathy and other ailments. By visiting [www.apma.org/findapodiatrist](http://www.apma.org/findapodiatrist), you can search for a podiatrist in any part of the country. Don't let pain stand in the way of the activities you love to do. Take care of your feet to live an active, healthy lifestyle.

# Your foundation of wellness

■ **Question:** How do you keep from breaking that spring in your step?  
■ **Answer:** Start caring for your feet.

Slide-tackling an opponent or navigating an uneven sidewalk are both fair game for foot injury. Keeping your feet safe helps you stay active, which in turn helps to prevent diabetes, high blood pressure, and obesity.



## Keep tabs on your kicks

Selecting a good pair of shoes helps the feet support the rest of the body. Choosing a poor pair of shoes limits physical activity and leads to pain in the shins, knees, and back. Ill-fitting shoes limit movement, which increases the risk of becoming overweight, adding further strain to your arches.

## Make strides throughout your day

An extra pound of body weight transfers an extra five pounds to your feet. Pro-

tect your feet from injury by checking your level of activity throughout the day. Walking hard roads in high heels causes a number of ailments including bunions, hammertoe, and excessive rolling of the heel. These in turn shift gait patterns, as lower leg muscles compensate for the misalignment of the feet's tiny bones.

It's also easy to ignore your feet while sitting. Excessive time on your couch or desk inhibits circulation and causes the feet to swell. Coupled with diabetes, poor circulation may result in ulcers, a loss of sensation in the joints, or even amputation of an extremity, making it crucial to keep active.

## Stay agile when flying

On flight, between watching films, chomping on peanuts, and finding that perfect spot to position your pillow, take a

stretch break.

■ Flexing your toes regularly strengthens and conditions your feet against injury. Stretching the Achilles tendon relieves joint pain that stems from arthritis.

■ Massaging the ball and heel of your feet further relieves pain, as tendons tend to stiffen with age.

■ Remember to wear travel socks with light, graduated compression to avoid blood clots and keep good circulation.

So shake it out! Caring for your feet is the first step on the path to health and wellness.

JOEY JIMENO  
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## WE RECOMMEND



**Soles4Souls**  
A non-profit helps people take steps to rebuild their lives.

PAGE 4-5

"Every 15 seconds, a child dies from some disease that can be prevented with proper shoes... what if every American donated a pair of shoes?"

## Get your feet ready for summer!

From the heel to the toes.

p. 6

## Podiatry corner

The experts weigh in on foot care and discuss advancements in technology.

p. 7

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FOOT CARE & FOOTWEAR  
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## DON'T MISS!

### Who is a Podiatrist?

Podiatrists specialize in medical care of the foot, ankle, and lower leg and must have a doctor of podiatric medicine (D.P.M.) degree from a college of podiatric medicine. In addition to completing residencies, they must pass written and oral board examinations and obtain a state license. Only then can they establish themselves in an area of expertise and begin practicing as a licensed podiatrist.



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**Therapeutic Hot & Cold Foot Massager**

The Therapeutic Hot & Cold Foot Massager was recently awarded the prestigious Seal of Acceptance from the American Podiatric Medical Association (APMA). The APMA Seal highlights the Massager’s effectiveness in bringing relief to individuals suffering from foot pain, using the latest technology in over-the-counter foot massage and cold therapy treatments.

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## INSPIRATION

TIP

2

DONATE YOUR  
EXTRA SHOES

**Question:** Having trouble storing your high tops, low tops, flip flops, slingbacks, wedges, wingtips, peep toes, platforms, saddle shoes, jazz shoes, cowboy boots and clogs?

**Answer:** Donate them to Soles4Souls, a non-profit that helps people take steps to rebuild their lives.

# Soles4Souls: Crisis to opportunity

## CHANGE

## RAISING AWARENESS

Following the tsunami in Southeast Asia, Soles4Souls founder and CEO Wayne Elsey pushed footwear companies to donate their overstock to victims. He offered these enterprises a chance to clear their warehouses as well as the opportunity to provide shoes for lower income communities. In this case, a quarter of a million pairs were saved from landfills. The shoes helped survivors clear wreckage, repair homes, and rebuild schools.

A year later came Hurricane Katrina. Elsey rallied schools, organizations, and heads of the shoe industry with a clear message: dispose of excess. The response was overwhelming: over a million pairs helped victims stand up, lace up, and move on.

"Shoes are vital for health reasons. Viruses such as hookworms are a big

cause of death. People also need shoes to feel better. Shoes let kids look forward to running, playing and having fun," says Elsey.

**Profits save lives**

Following Hurricane Katrina, Elsey left as CEO of a shoe company to do something about the crisis. He imagined a group dedicated to raising awareness at home and promoting sustainable development for those in poverty. Soles4Souls launched a year later, and has supplied over 10 million pairs in over 150 countries. Like other distributors, Soles4Souls markets a specific image and seeks the best people to fill its office. On the other hand, the group has bigger shoes to fill.

"Every 15 seconds, a child dies from some disease that can be prevented with proper shoes. We give away a pair every 9 seconds. You need to ask, what is the need out there?" asks Elsey.

Currently, Soles4Souls supplies shoes

## FACTS

■ **Every year,** more than 300 million pairs of shoes clog landfills.

■ **Soles4Souls has pledged** at least a million new or slightly used pairs for Haiti.

■ **The organization just delivered** their ten millionth pair of shoes.

■ **For more information,** please visit [soles4souls.org](http://soles4souls.org)

in Haiti to speed recovery of infrastructure. Due to a lack of heavy equipment, locals sweep rubble by hand. They therefore need shoes to guard against sharp debris and foot-borne illnesses while clearing roads and burying casualties.

**Organize a shoe drive**

The success of these outreach programs rests on awareness campaigns at home. Soles4Souls seeks individual donations and hosts shoe drives to move the 1.5 billion shoes that line the closets of America. Any style, shape, or color helps people get back on their feet, from victims of natural disasters to those looking for work.

"What if every American donated a pair of shoes? It's easy for the average Joe to host a shoe drive to put shoes on people and create a sustainable, long term difference in their lives," notes Elsey.

Soles4Souls also sponsors individual

fundraisers, which have raised over \$2 million nationwide, or over 800,000 pairs. Earlier this month, the charity challenged the public to go barefoot during National Barefoot Week, which involved a series of drives, concerts, and festivals to encourage donations. During Barefoot Sunday, over 150,000 churches and congregations kicked off their shoes to support the 1.5 billion around the world without a pair.

Before breaking in a new pair of shoes, Elsey encourages taking a walk in someone else's. Soles4Souls offers trips to outreach areas such as Haiti, Mexico, and Honduras, where team members close the gap between donor and recipient. Team members also witness how shoes transform recipients' lives; for many, getting a new pair of shoes was like receiving a luxury car.

JOEY JIMENO

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**SHOE DONATION**  
Soles4Souls' recent distribution in Haiti, May 2010.  
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## NEWS

TIP  
3INVEST IN  
QUALITY

## How to select the right footwear

■ **Question:** Are you wearing the right-size shoes?

■ **Answer:** Probably not. It is estimated at least 80 percent of us don't wear the right size. Not only is the fit wrong, but too many sacrifice style for quality, purchasing cheap but chic footwear without support.

"Just like dress sizes are all different depending on where you buy, so are shoes," explains Rickey Kanter, founder and CEO of Dr. Comfort, a shoe company specializing in shoes for people with diabetes. "Fitting shoes is both science and art."

Fit faux pas are common because shoe departments are often self-service. Buying shoes has changed from the days of a trained associate measuring your feet. Americans also make wrong choices because of vanity, resisting going up a size even though the difference in sizes is one-

sixth of an inch.

Experts provide tricks of the trade to help get comfortable shoes. People tend to pick shoes that are too short and wide. A solution is to measure from the heel to the ball of the foot rather than the toe, ensuring that the widest part of the shoe accommodates the ball of the foot. When shoes don't feel right, try going up one-half size rather than opting for a wider choice. Make sure they are comfortable right from the start.

For flip-flops, the American Podiatric Medical Association advises selecting those made of leather, ones that are sturdy and bear the APMA seal. Purchasing new flip-flops yearly is also suggested. Podiatrists advise avoiding flip-flops when engaging in sports, walking long distance and doing yard work.

#### Making room for orthotics

A plethora of foot problems ranging

from flat feet to high arches, as well as diabetes, call for the use of orthotics sold either via drug stores or from professionals. A pedorthist, a custom shoe maker and expert in fitting people with special needs, can ensure the right fit.

There are also shoes that measure deeper than traditional footwear to accommodate inserts, or simply provide persons with diabetes shoes that are safer. "Diabetic shoes, by definition, must have seams that are smooth so they don't rub and create sores," explains Kanter.

#### Socks key to healthy feet

Socks can be the first layer of protection. The proper socks are extremely important for people with diabetes, but can also help maintain proper moisture control for everyone. High-tech fibers wick away moisture which reduces friction. "If little sores aren't taken care of, they can get worse and turn into ulcers. If these ulcers become infected, they become hard to heal and often lead to serious complications," says Doyle Collier, C.P., director of technical education, Knit-Rite Inc. There are even microbial socks to reduce odor!

People with diabetes, those who recently had surgery, or those with poor circulation should also consider compression hosiery or socks, podiatrist advised.

#### FACTS

■ **Children's shoes** should be flexible, have a large toe box, and accommodate for children's feet as they learn to walk.

■ **A pedorthist** can fit adults for supportive shoes and orthotics.

■ **Consider wearing** a foot brace at night to help with bunions or plantar fasciitis.

■ **Avoid going barefoot** to protect feet from cuts and infections.

■ **In the summer**, opt for open

shoes, well-constructed flip flops, and sandals. And wooden clogs are great for posture!

■ **You've invested** in the right shoes; take care of them. Clean before polishing and apply protecting formulas to prolong shoes' life.

#### Publisher's picks

■ Rider Sandles

■ Finn Comfort

■ Naot

FAYE BROOKMAN

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## Get your feet ready for summer!

#### QUESTIONS & ANSWERS

##### ■ How can I get healthy-looking feet?

Indulge yourself in a pedicure, but make sure sanitized methods are used at home or in the salon. Take extra care of toenails; apply a base coat before polish to prevent nails from yellowing and help your pedicure last longer. Inspect for fungus or cracked heels, and maintain proper moisture levels for your feet to avoid issues.

"With any patient I see, I always discuss proper foot care at the end of the appointment, especially moisturizing," says Dr. Jacqueline Sutera, doctor of podiatric medicine and surgery and spokesperson for the American Podiatric Medical Association. Exces-

sively dry skin can result in cracks that cause infection and serious issues, according to Sutera who recommended serious moisturizers such as AmLactin, which can be purchased at any drug store. Neurelief foot cream also soothes and moisturizes and is available online.

Although many people only direct attention to their feet in the summer, Dr. Ken Gerenraich, chief scientific officer of Pacific World, says feet need attention all year to be summer-ready.

##### ■ What are common foot problems to watch for?

A common problem is toenail fungus. The same fungus that causes athlete's foot (most commonly, a group of fungi called dermatophytes)

can also incubate in dark and hot shoes—even flip flops. More than 35 million Americans have nail fungus, but only 2.5 million have reportedly been medically diagnosed, says Gerenraich. If nail fungus goes untreated, there can be significant repercussions—especially for people with diabetes, poor circulation or other systemic illnesses.

There are products available without prescriptions at pharmacies to identify and treat fungus such as the Mycocide Nail Fungus Test Kit and Mycocide NS Antifungal Treatment.

Also, if nails are brittle, consider using products that are formaldehyde or toluene free.

FAYE BROOKMAN

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#### Rocktape

Rocktape is a kinesiology tape that has gained popularity since its appearance in recent Olympic events. Rocktape can be used to treat a variety of sports injuries and works especially well on feet, ankles and knees.

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#### BEST TIPS

##### Invest in quality shoes

➔ Purchase one pair of healthful shoes instead of 2 ordinary pairs you may end up discarding. Invest in high quality comfort footwear and look for serious anatomical support. Consider the significant health and wellness benefits. It is an incredibly easy way to make a positive difference in the way you feel. The shoes will rapidly pay for themselves and your body will thank you!

##### Be open and receptive

➔ Footwear has not changed all that much in recent years, however consumers are changing. They are increasingly open and receptive to healthy shoes even if the styles do look somewhat unconventional. Take rocker soles for example, which have been around for years. What is new is that they are now being embraced by mainstream consumers whereas they used to be primarily considered for problem feet. Many Europeans have been wearing salubrious walking shoes for decades. There is also a growing movement towards sustainable footwear. Producing green/ecological shoes is the next challenging but necessary frontier; we need to consider the impact of our decisions on the environment and on future generations.



Edward Kanner  
CEO, Finn Comfort

##### Don't neglect your feet

➔ Our feet are often neglected; they become sort of an afterthought. We forget the critical role healthy feet play in our well-being, how much weight they carry, and how they balance our entire bodies. Most footwear today provides insufficient support. The general population is aging and people are increasingly inactive. There is a great need for quality comfort footwear that will not only support our feet and help relieve common foot and ankle ailments, but alleviate stress on knees, hips and spine. Carefully-selected shoes with serious built-in support are vital for athletes off the playing field to keep them healthy between workouts and competitions. With all the comfortable, supportive footwear on the market, there is no reason not to select less than the best shoes to support an active lifestyle.



## Tips to keep feet fit while exercising

#### Stretch and hydrate

1 Gaining lean muscle is like blowing bubble gum—both need to be pliable to expand. Stretching helps align muscle fibers to keep your legs limber and boost your workout. Sipping water before, during, and after working out removes the toxins that can cause cramps.

#### Boost recovery with kinesiology tape

2 Kinesiology tape braces muscles while allowing their full range of motion. It also lifts fatigue, reduces swelling, and promotes blood circulation. Check with a medical professional to see if kinesiology tape is right for you and remember to choose a tape that stretches appropriately.

#### Maintain arch support

3 Over-straining your feet may cause a cracked metatarsal and a hobbling end to your season. Whether tearing through tartan or grass, foot ligaments lose their elasticity. Use arch cushions and elastic support even before lacing up.

#### In a pinch, check out the foot care section of your local pharmacy

4 On your recovery day, take a trip to the pharmacy, to find products for additional athletic and foot care support. Gel inserts absorb pressure and help your feet retain their spring. Fungus soaps also brush off athlete's foot and bacterial infections.

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# PANEL OF EXPERTS



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**Question 1:**  
What is the most important tip for readers to take care of their feet this summer?

**Wear appropriate shoes!** Flip flops are great for around the pool and for short leisurely walks, however I've seen patients who sustain foot and/or ankle sprains from mountain climbing or tripping on stairs in flip flops. The summer season is short, it'd be a shame to spend the summer in a cast because of an avoidable injury. Also, people are more active in the summer, it's important to stretch and warm up prior to strenuous activities.

**Summer is a tempting time** to go barefoot, however, this puts you at risk for getting cuts, abrasions, and infections, especially in public pools and showers. Closed shoes and socks provide a lot of protection and moisture control. Walking barefoot can cause feet to dry out, which can lead to cracking and subsequent infection. Opt for sandals and open shoes, and apply hydrating lotion on the feet after bathing.

## Checking in with the podiatrist

You visit an eye doctor for eye problems and dentists for tooth aches. Yet many people don't seek out podiatrists for foot or ankle ailments even when foot pain persists. Podiatrists are key—not only do they perform delicate foot and ankle surgeries, but they attend to the patient's full body wellness and determine if foot problems are caused by larger health issues.

"Our education is very similar to all medical doctors," explains Dr. Vincent J. Hetherington, DPM, MS, vice president of the Ohio College of Podiatric Medicine. But too often, explained Dr. R. Tim Yoho,

D.P.M., M.S., FACFAS, dean of the Des Moines University College of Podiatric Medicine and Surgery, patients don't truly understand the profession and the rigorous training involved.

### When is it time to make an appointment?

A consultation with a podiatrist should be considered if any foot or ankle pain lingers. "Sometimes people wait too long and that can have damaging results," cautions Yoho.

Podiatrists can diagnose and treat everything from hammer toes to plantar fasciitis to diabetic peripheral neuropathy and are also qualified to properly fit people with orthotics.

**Question 2:**  
What do you see as a key innovative advancement in the industry?

**The foot is fairly complicated** with 28 bones and 33 joints. One of the key innovations includes body sensors that allow more precise measurements and analysis of the bone positioning, pressure points, and joint movements in the foot. In the near future, we will see smart orthotics and shoes that can track the number of steps we take, and identify abnormal stress and pressure points that may vary pending various shoe gear and activities.

**Laser treatment** and reconstructive surgery technologies continue to evolve to treat patients who have experienced trauma, endured congenital ailments such as clubbed feet, or developed pain due to footwear. In sports medicine, we are finding ways to rehabilitate athletes faster. Platelet-rich Plasma (PRP) treatment—in which blood from the patient is spun in a centrifuge to get concentrated platelets and then injected on the spot—speeds up recovery.

**Question 3:**  
Why is foot care more important now than ever before?

**People are living longer lives** and the better care we take of their feet now, the better and healthier life we will have later. The foot is a body part that is often ignored and taken for granted. We forget the important of feet until we're in pain and can no longer walk. We try our best to live healthy lifestyles and it's important to take care of our feet along with the rest of our body.

**Foot specialists** are in greater demand than ever before. Our population is aging and people are experiencing foot problems that develop with changes to the body. Also, the average person is living longer and becoming more active later in life. We are more knowledgeable about how to maintain our bodies through diet and exercise, and essential to living a long, healthy life is protecting your feet. Your feet have to last you longer nowadays!

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Neurelief™ Vitalizing Foot Crème contains a powerful, naturally-occurring antioxidant called alpha lipoic acid (ALA). Because of its solubility in both water and lipids (fats), ALA is easily absorbed through the skin—allowing it to reach areas of the foot where it can soothe pain and other symptoms. Neurelief Foot Crème with ALA is not a drug. It is a high-quality foot crème made with the finest ingredients available to help soothe and calm the irritations that plague foot sufferers. When applied daily, many people find it eases the discomfort of a variety of symptoms such as tingling, numbness, burning, joint soreness, or tired, achy feet.



### Soothe and Refresh Your Burning, Numb, or Achy Feet.

Neurelief™ Vitalizing Foot Crème is specially formulated to moisturize and calm tingling, achy, numb, burning, or tired feet associated with a variety of conditions.

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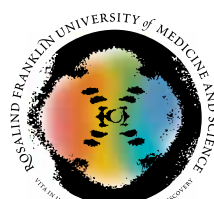
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