

WHY YOU NEED MORE THAN 1 PAIR OF CUSTOM ORTHOTICS

YOU NEED TO MAINTAIN PROPER SUPPORT THROUGHOUT THE DAY, AND IT STARTS WITH YOUR FEET!

Your feet are your foundation

If the foundation of your house is crumbling, think of all the damage that can do. Walls crack, pipes can burst, the roof-line sags.

That's what happens when your arches collapse. Your knee hurts, you feel discomfort in your back, your posture is terrible. We can adjust you, **but if we don't address your crumbling foundation (feet), your house (body) is going to suffer.**

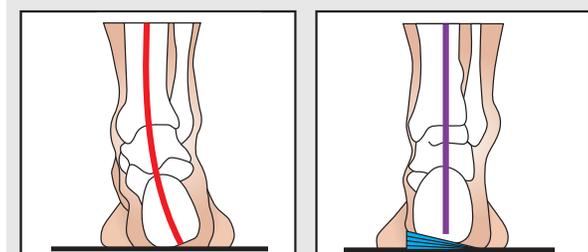


It makes no sense, however, to address your feet in one pair of shoes, but not others. Some of the time you're walking on a stable foundation, while sometimes you're walking on a failing foundation?

NOT A GOOD PLAN. HERE'S WHY:

How your "foundation" crumbles

When most people walk, their foot rolls in. It's called **pronation**. Pronation only becomes a problem when your foot rolls in too much, which is called **over-pronation**. When you over-pronate, it throws your ankles, knees, hips, and back out of alignment - often causing pain.



PRONATION: The constant impact of body weight rolls the foot inward, creating "flat foot" or "fallen arches"

SUPPORT: Orthotics correct foot imbalance for improved weight distribution

If you over-pronate, you over-pronate ALL THE TIME.

If you pronate excessively, you are more likely to be in pain. But my feet don't hurt

SEE SOLUTION ON BACK SIDE

Even though your feet may or may not hurt, they could be the source of pain in other parts of the body. As you can see (Fig. 1), when your feet excessively pronate it can cause:

- Ankle instability
- Knee rotation
- Uneven hips
- Back pain

In fact, orthotics are clinically proven to reduce pain and discomfort* by helping correct the way you walk and stand.

Make sure you have custom orthotics for all of your activities!

Would you run a marathon in high heels?

Lay concrete wearing flip-flops?

Go to a ball with steel-toed construction boots?

Probably not. That's why you need multiple pairs of orthotics for different types of shoes.

Foot Levelers makes orthotics for each one of your activities.

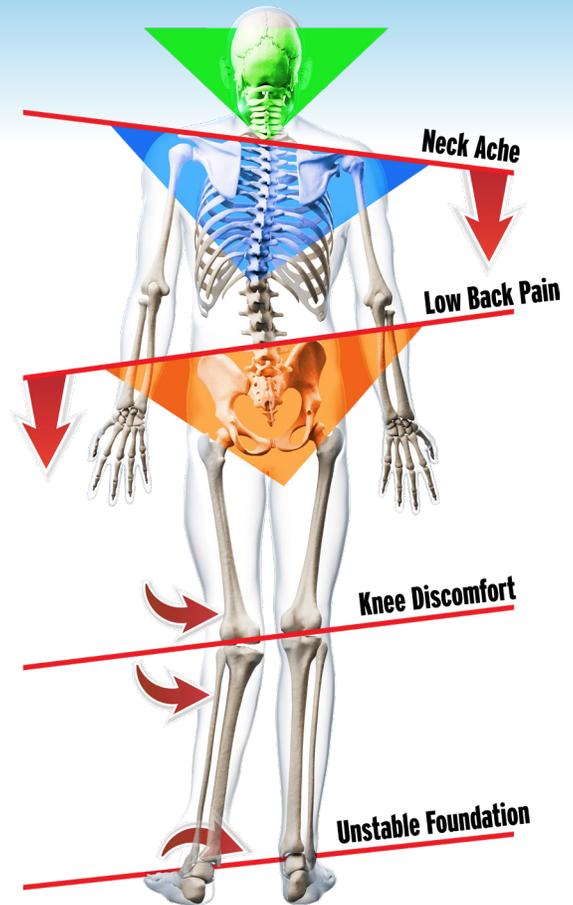


Fig. 1

The results of a recent survey indicate the **average woman in North America owns 19 pairs of shoes. Men own, on average, 12 pairs.**

How many do you own?

ASK THE STAFF ABOUT GETTING MULTIPLE PAIRS OF
FOOT LEVELERS ORTHOTICS!

FootLevelers.com



* As published in the Archives of Physical Medicine and Rehabilitation