



10 Things Your Feet Are Desperately Trying To Tell You

(and 6 you've never even heard before...)

Prepared for you by:



WalkEZstore



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1. TRUE SIZE

True Size is not something that everyone knows how to find. Most think it's a measurement from the heel to the longest toe, but this is not correct. Three sizes are important in finding your 'true shoe size'. An age old tool developed and patented in 1927, The Brannock Device® for foot-measuring is a must in correctly determining size and is used in pedorthic care and quality retail footwear stores. The device's measuring accuracy, quality construction, and simple, yet completely functional design is what has made genuine Brannock measuring devices the standard in the footwear industry used widely around the globe.

Three parts of the foot are essential for understanding the three measurements of the foot necessary for a great fit.

- First, there is heel to toe length.
- Second, there is heel to ball of foot. The ball of the foot is where the metatarsal joints are and this measurement takes into account the 1st metatarsal joint or the big toe joint. The metatarsal joints are the joints in the foot that attach the toes to the foot.
- Third, there is width. Width is the measurement between the 1st and 5th metatarsal joints. The most important of these three measurements is the second - heel to ball measurement. This is your true length for fitting a shoe properly on your foot. Width follows in importance. So don't guess at size and be like our friend Phil who loves to fish with his versatile ruler – the regular 12 inches but his version 19 inches marked on the other.



2. HOW TO FIT

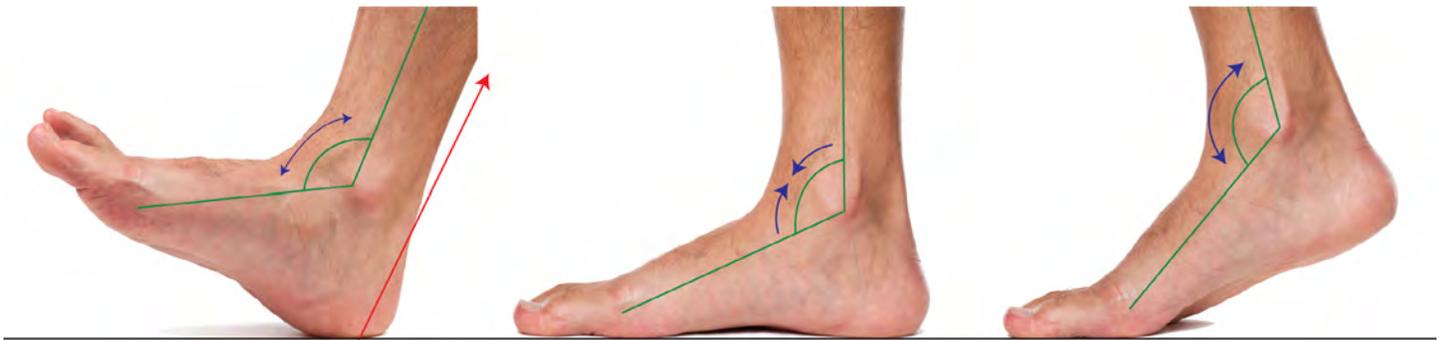
How to fit means that a foot should be measured from heel to toe and heel to the ball of the foot or the 1st metatarsophalangeal joint. The ball of the foot measurement is usually longer than the heel to toe measurement, as measured on a Brannock or other similar branded foot measuring devices and is the proper size for fitting a shoe. The ball of the foot should sit in a specific spot in a shoe - where the arch ends and the forefoot begins. If not, the arch will not be supported properly reducing balance and stability. Make sure the width is snug across the forefoot but not too tight. Fitting issues create cause and effect - too much width in the shoe results in the foot sliding around in the shoe; force the toes to grip trying to hang onto the shoe; causes fatigue and discomfort. There is much to learn and understand about proper shoe fit. Please request our Foot Measurement Device Guide with seven proper foot sizing techniques as recommended by Brannock, the originators of this device.



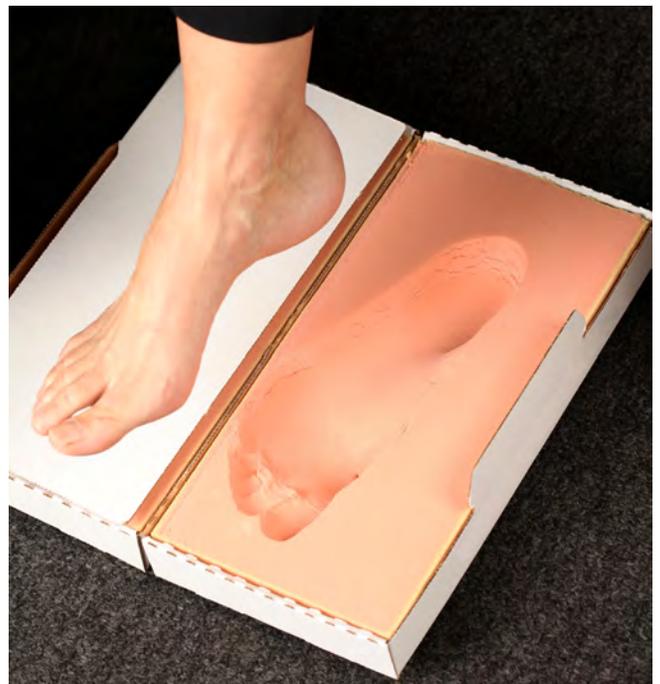
To Learn More About Why the Heel to Ball Measurement is Essential, [Please use the Brannock Guide](#) and for proper shoe fit refer to our [Shoe Fitting Guide](#).

3. PROPER FUNCTION/BIOMECHANICS OF THE FEET

This must be considered as most people think that if a foot walks it works. However, how it works when it walks is more important than you think. Your feet need to walk biomechanically correct for them to be healthy. What does that mean? **For a foot to walk biomechanically correct it must strike the ground on the lateral (outside) of the heel** and push off the ground at the big toe joint or the 1st metatarsophalangeal joint. The heel bone (calcaneus) sits more laterally within the heel therefore body weight is going to be supported better at heel strike if it strikes and loads on the outside of the heel where this bone is.



The big toe or 1st metatarsophalangeal joint is the biggest of all the toe joints and is connected to the biggest muscles, ligaments, and tendons in the foot. It is also connected to the bigger muscle groups leading up the leg and into the hips. This is called the kinetic chain of events that occurs when we walk. If the big toe joint is not working properly, neither are these other bigger muscle groups. For many reasons such as genetics, general weaknesses, neuromuscular conditions, deformities, among others, the foot may not be able to function biomechanically correct. Therefore, help is needed. A proper custom orthotic device like the ezWalker Performance custom orthotic, designed to help the foot strike and load correctly, can actually improve the foot's biomechanics helping the entire body have better biomechanics throughout.



The **custom orthotics work** because of our WalkEZ Way foot impression process which is designed to get your foot into a correct position to promote lateral heel strike and medial forefoot loading. **Over time, this improves foot function because when a body part works better it gets stronger. Better foot impressions make better orthotics and better biomechanics create healthier feet.**

4. NEGLECT PROPER HYGIENE/CARE

Neglect proper hygiene/care from the moment you get out of bed in the morning and your house awakens to the sound of your footsteps. Before you even get to the kitchen for your morning coffee or juice, you will have easily taken about 30 steps. Then you put on your shoes and off you go for a day of more and more steps. **The average adult takes 4,000-6,000 steps a day.** How often have you thought about your hardworking feet when they hold you up all day and take you everywhere you need to go? Are you sensitive to their aches and pains? Do you know what to do to keep them healthy? With so much focus on our hair and facials, exercise and wellness, and our manicures, most of us neglect and forget to think that our feet should be given more attention because



of the vital role they play in our daily lives. In fact it's the most neglected body part! Proper hygiene and care of the feet is key to having healthy feet and a healthy life as they are the root of us. If not cared for properly conditions like fungi, bacterial infections, painful calluses and corns, foul odors, and general fatigue can occur and be detrimental to comfort and health. It can also lead to more serious consequences. A simple daily regimen of proper cleansing and drying, nail care and callus removal, as well as the use of antifungal/antibacterial sprays and powders, if necessary, is all it takes to keep your feet healthy and happy. Remember, when your feet feel good you feel good.

5. SHOE INDUSTRY HAS NO SIZE STANDARDS

The shoe industry has no size standards and shoes and over the counter arch supports come in mirror matched images, feet do not. So, to get a pair of shoes to feel



comfortable on both feet is not

always an easy task. Take into account that the shoe industry has become an international industry with sizing differences across the globe making it even harder to get a good comfortable fit. For example, 60% of all shoes made today are produced in China. China has smaller sizing charts than the US, but they put US sizes on the labels. Therefore, if a shoe is made in China you can bet it will run short in comparison to the label in the shoe. We suggest if it's made in China go up a size for a better, more comfortable fit. If you follow the ball of the foot fitting technique and make sure the width is snug but not too tight you can be more certain of a comfortable and correct pair of shoes.



6. FEET CAN CAUSE OTHER BODY PAIN ISSUES

Feet can cause other body pain issues especially since the feet are the foundation or root of the body. Did you know one quarter of all the bones in the human body are in your feet? When



those bones are out of alignment, so is the rest of your body. If the feet are not in proper alignment and strong, the body will suffer in other areas. For example, weak foot function will make the knees, hips, and low back weak and imbalanced and prone to possible pain and stress injuries. The spinal column may be compromised due to lack of proper posture. And when poor posture is present a whole host of other problems may arise throughout the entire body. It has been reported time and time again how the use of proper biomechanically correcting custom orthotics has improved overall general body pain issues.

7. IMPORTANT TO MATCH FOOT SHAPE TO SHOE SHAPE

Important to match foot shape to shoe shape for women and men but note that women experience foot problems four times more than men, mostly due to improper shoe shape and size. You can't put square pegs in round holes; just ask a ballerina. That's why they make 2 different types of on point ballerina shoes. A popular model is the premier Russian-made pointe shoe which fits a remarkable wide variety of foot shapes and has a beautiful, sleek appearance. Its anatomical form was designed to relieve pressure on the big toe joint, based on targeted studies of foot shapes and pointe work dynamics. Another design is the "Balance European" pointe shoe which naturally contours the foot significantly improving injury prevention and offers a wider toe box which is better suited for the wider foot. It provides a stronger balancing platform for the wider foot.

Of course we don't walk on our toes like a ballerina, but shoe shape is still a very important consideration for comfort and injury prevention. To have a shoe fit correctly on a foot, one of the key components is that the shape of the shoe must match the shape of the foot. To squeeze a square shaped forefoot into a pointed toe box of a shoe is only asking for trouble sooner or later. And to reverse that, putting a pointed foot into a square toe box shoe is just a bad. A sloppy fit in this care can cause the foot to work too hard trying to hang onto the shoe from lack of proper circumference support and cause unnecessary fatigue. Therefore, matching the shoe shape to the foot shape is crucial to all day comfort and foot safety. In other words, don't sacrifice comfort for fashion. If you look hard enough you can find just the right style to stay in trend. Remember the fitting/sizing techniques we discussed earlier, making sure to get the ball of the foot back in the cradle of the shoe for the best comfort possible.



8. IMPORTANCE OF WEARING PROPER SOCKS AND HOSIERY

Importance of wearing proper socks and hosiery doesn't seem to fit the new trend to be bare-legged, but is this mostly unhealthy. Take into consideration each foot has about 200 sweat glands that are designed to keep the feet cool and at a comfortable temperature. It's not only important to wear shoes of natural fabrics that breathe and allow for air circulation but also to wear socks that absorb the perspiration.



If there is no sock to absorb the sweat it goes directly into the shoe. We don't wash our shoes like we wash our clothes. It's really not possible to wash a leather shoe in a washing machine and most other fabrics in which shoes are made are not usually wash-

able fabrics. Some yes, but most no. Also the shoe cannot be turned inside out so it can dry completely before wearing again. A shoe dryer is helpful and although they are rather inexpensive, most of us don't have one. So, the shoe is worn all day, taken off at night, not allowed to dry completely, and we all know what grows in dark and damp places. You guessed it, fungi and bacteria.

Yes, your shoes can become a grand host for everything that can cause unhealthy conditions for a bare foot. Today many companies are making socks from acrylic blends that are designed to 'wick' the moisture away from the skin. These materials not only absorb the moisture, but also dry quickly therefore helping to keep the feet dryer and healthier throughout the day. Boiled wool is a natural fabric that will do this as well. On the other hand, 100 % cotton has been shown to hold moisture and is being used less and less in the production of socks. Nylon, most commonly used in the fabrication of full leg hosiery is warm, helps give a bare leg a more flawless look, and is easily hand washed and dries very quickly. Believe it or not, this type of hosiery is healthier than bare feet in shoes – not to mention the look of professionalism and coordination.



9. FUNCTIONALITY AND HEEL HEIGHT

Functionality and heel height are important considerations when it comes to heel height and what is best? It depends primarily on three things. 1. The type of foot. 2. The health of the knees, hips, and spine. 3. Age. **Age is a big factor for wearing a shoe with a heel over an inch tall.** If the person is over the age of 65 it is very likely a fall could be detrimental to this person. According to the CDC each year, millions of older people—those 65 and older—fall. In fact, one out of three older people falls each year, but less than half tell their doctor. Falling once doubles your chances of falling again. One out of five falls causes a serious injury such as broken bones or a head injury. It's not just seniors. Each year, 2.5 million older people are treated in emergency departments for fall injuries. Over 700,000 patients a year are hospitalized because of a fall injury, most often because of a head injury or hip fracture. Each year at least 250,000 older people are hospitalized for hip fractures. More than 95% of hip fractures are caused by falling, usually by falling sideways. Falls are the most common cause of traumatic brain injuries (TBI). Adjusted for inflation, the direct medical costs for fall injuries are \$34 billion annually. Hospital costs account for two-thirds of this total. And finally, a staggering 80% of all people who suffer serious injuries due to falling do not survive more than 15 months. So why take the risk for the sake of fashion? **DON'T! Use common sense and wear shoes with an inch or less heel height.** That being said, if you already have pre-existing lower extremity joint and/or back pain issues, wearing a heel more than one inch in height can make that pain worse. A shoe with too tall of a heel will put the body in a compromised position tipping it forward causing more stress and strain on the joints. To wear a shoe with an inch or less in heel height will allow the body to relax and be more centered over the body's core providing more balance and stability which in turn is more comfortable. On the other hand, sometimes depending on the foot type a heel of more than 1 inch is actually beneficial. These types of feet are going to have a medium to medium-high arch. The higher heel puts the arch in a better position, as these people are not usually comfortable walking bare-foot or in flat shoes due to the stress this places on the higher arched foot. So if you have high arches and have always felt better in a shoe with 1 inch plus in height there is good reason why those shoes feel better long term. However, if you need to wear a lower heel shoe for any reason, a quality biomechanically correct custom orthotic in a low heel shoe can provide the same (if not better) comfort as a shoe with a higher heel.



10. EXERCISE IS IMPORTANT TO THE FEET

Exercise is important to the feet as statistics show. The percent of adults 18 years of age and over who met the Physical Activity Guidelines for aerobic physical activity is 49.2 percent. The percent of adults 18 years of age and over who met the Physical Activity Guidelines for both aerobic physical and muscle-strengthening activity less than half at 20.8 percent. In other statistics regarding children and physical activity only one in four teens get enough exercise. But how many people actually



exercise their feet? **By the time you reach the age of 50, your feet will have travelled about 75,000 miles.** With this type of wear and tear, it's no wonder that **eight in ten Americans have experienced foot pain;** while one in four say they are unable to exercise due to pain in their feet. Unfortunately, despite the fact that 25 percent of your bones are located in your feet and ankles, and **your feet are the foundation of your body,** where

most movement begins, many people neglect to properly care for their foot health. While you probably know you should be exercising the muscles in your arms, legs, back, and torso, when's the last time you exercised the muscles in your feet? Without proper muscle strength in your feet, your body may become imbalanced, and unstable; suffer prolonged fatigue, and possibly debilitation leading to the inability to ambulate. Further, according to an American Podiatric Medical Association (APMA), the most common cause of foot injuries are overuse or doing too much without proper support. While you might not think about it, everyday walking is a repetitive movement that can lead to injury if you're not using the proper form and posture - and if your foot muscles are out of shape.

 **Foot Education = Foot Health = Better Body Health**

 **If You Take Care Of Your Feet, They Will Take Care Of You**

 **Proper Shoe Fitting and a Custom Orthotic Can Give Years Of Great Health**



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