

Feet First!

FOOT SOLUTIONS STORES PROVIDE COMFORT FOR THE FOOT WEARY

We get cold feet, and we stand on our own two feet. People advise us to take a load off our feet, and not let the grass grow under our feet. Judging by the number of clichés that make reference to these two important parts of our anatomy, it's odd how we often take them for granted.

FRANCHISE OPPORTUNITY

Take this opportunity to discover more about our exciting concept. We invite you to call or write for more information:

Foot Solutions, Inc.

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"The foot is the foundation of the body and like any foundation, if it is not solid, the whole structure suffers," explains podiatrist and certified pedorthist, Dr. William Faddock, chief training officer for Foot Solutions. "A foot that is imbalanced and poorly functioning can cause a number of foot problems, which when not corrected, can also affect the ankles, hips, knees, lower back, and even up through the back in the neck and shoulder area, he says. In other words, taking care of the feet is essential to overall health and wellness.

Foot Solutions is a business with a sole purpose (pun intended) of giving comfort to the foot-weary public providing a broad line of anatomically and biomechanically sound footwear, as well as accommodative insoles. Since opening its first store in Atlanta in 2000, the highly trained staff at any one of the more than 250 Foot Solutions locations in the United States, Canada, and abroad has provided relief for the discomfort resulting from common foot problems including arch pain, heel pain, hammertoes and bunions.

Caroline Grove is a prime example. For years she suffered with heel pain caused by a condition called plantar fasciitis. When other remedies didn't provide relief, she turned to Foot Solutions. Once fitted with a therapeutic shoe, Grove found she was 95 percent pain free. "It's really a different way of thinking about shoes—it's an investment in health," she says. Impressed with the expertise of the Foot Solutions staff, Grove referred

her husband, who learned he's been wearing the wrong size shoes—a common cause of foot pain. Now that he's wearing the right size shoe along with a custom insert from Foot Solutions, his foot pain has improved.

"What you wear on your feet is the most important part of footcare," explains Faddock. "One of the first things we do is sit the person down and measure their feet. On average, we spend 30-45 minutes trying to understand their needs. We do not diagnose or treat foot problems, we simply provide a properly fitted shoe or accommodative arch support, or a combination of the two," he says. "Taking care of your feet is taking care of the whole you." A visit to Foot Solutions can be a welcome solution to many problems and an absolute shoe-in for comfort.

For more information about Foot Solutions and how you can make your feet more comfortable, visit www.footsolutions.com



All Foot Solutions stores work closely with the medical community to expertly fit custom insoles. Here, William Faddock, DPM, C.Ped. uses AMFIT®, a casting system that forms a three-dimensional image of the foot, to fit a customer for truly customized shoe inserts.