

Holiday



Foot



Fixes

APMA

American Podiatric Medical Association



Contact
The American
Podiatric
Medical Association
301.581.9221
WWW.APMA.ORG

After scouring a multitude of malls and decking the halls, holiday shoppers' "dogs" are sure to be "barking." The American Podiatric Medical Association (APMA) reports the number one way American women like to show their feet a little TLC is by applying moisturizer (48%), followed by an at home massage (14%) and stretching (11%). The APMA offers these five holiday foot fixes to help get you back on your feet.



Massage Your Feet - Rub feet to release tension, increase circulation and rejuvenate the skin.



Soothe Your Soles - Soak feet for at least five minutes in a container filled with warm water. Pat your feet dry and apply lotion to hydrate your feet.



Elevate Your Legs - Lift your legs above your heart while lying down to help reduce swelling.



Rotate Your Ankles - Cup the foot under the back portion of the heel to brace the foot and leg and turn slowly at the ankle five times. This loosens the ankle joint and relaxes your feet.



Point Your Toes - While standing, do toe raises, toe points and toe curls for five seconds; repeat ten times. This alleviates toe cramps and strengthens calf muscles.

Check out APMA's Web site, www.apma.org, for a list of Seal approved products including foot creams, scrubs and powders that are beneficial to maintaining good foot health.

New Year's



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If you're planning to ring in the New Year wearing your favorite haughty high heels—you may want to think on your feet. Some of the most common foot ailments American women encounter are blisters (33%), heel pain (16%) and corns (14%). In a matter of hours, these painful symptoms can flare up when wearing uncomfortable shoes.

Start 2008 off on the right foot with these sole saving solutions from the American Podiatric Medical Association:

Problem: High heels create a burning sensation on the balls of your feet.

Solution: Put out those flames with Foot Petals' Tiptoes*. These colorful ball-of-foot cushions pamper the feet by providing cushioning, as well as stopping the feet from sliding forward. In-



Insolia



FootPetals

solia*, a shoe insert that moves the center of pressure toward the heel, reduces pressure off the ball of the foot.

Problem: Shoe soles can be hard on the feet, especially your heels.

Solution: Put a little spring in your step or perhaps some air with the help of Spenco for Her's Comfort Casual Insoles*, designed to absorb shock, curtail odor and prevent blisters. Or try Foot Petals' Haute Heelz to help absorb shock and prevent cracked and callused heels.



Spenco



FootPetals

Problem: Sassy slingbacks dig deep into your skin.

Solution: Provide a protective barrier between the strap and your skin by using moleskin or FootPetals' Strappy Strips* to prevent blisters and strap slippage.



FootPetals

*These items have been tested by a team of APMA podiatric physicians and have been awarded the

APMA Seal of Acceptance.