

HEALTHY LIVING

FROM THE GROUND UP!

Volume 1 Issue 1 Spring 2007
www.eneslow.com
\$4.99

**A Special
Place For
Special
Foot Needs**

**The Elusive
PERFECT
Shoe Fit**

**Eneslow
Pedorthic
Institute**

**Ask the
Pedorthist**



© Eneslow Pedorthic Enterprises, Inc. 2007. All Rights Reserved.

**Foot Orthotics
Do More
Than Relieve
Sore Feet!**



A Word from the CEO

Eneslow Pedorthics: Consider the Benefits

By Robert S. Schwartz, C. Ped.

With this issue of "Healthy Living From The Ground Up" Eneslow celebrates the Grand Opening of our world headquarters at 470 Park Avenue South @ 32nd Street in Manhattan. Eneslow has been helping New Yorkers successfully manage their feet and foot related problems since 1926. For those of you who have been loyal Eneslow clients I want to thank you for your loyalty and dedication for sticking with us through the years. Without you, Eneslow couldn't have succeeded. For those who are new to Eneslow, welcome!

The challenge has always been to provide footwear that feels great in styles that people want to wear! "Healthy Living" is filled with solutions to help you make better informed choices about your feet and footwear.

Eneslow Pedorthics: comprehensive solutions for the whole body

My great-great grandfather hand crafted custom-made shoes in Hungary in the nineteenth century to help people walk pain free in beautiful, well-made shoes. My great uncle, father, brother and I were trained to use ready-made as well as custom fabricated footwear and orthotics. The new Eneslow is a reflection of four generations of pedorthic training.

In 1974 the first pedorthic certification exam was given. I was fortunate to be among the first graduating class. Today pedorthics is recognized world wide as an allied healthcare profession. All Eneslow sales staff is trained in pedorthics from their first day on-the-job. Eneslow is proud to have provided solutions for New Yorkers for more than 80 years.

Eneslow pedorthists will help you balance your feet, using footwear and devices that go into and/or onto a shoe. When balance is achieved between the floor and the foot, the forefoot and rearfoot, the foot and

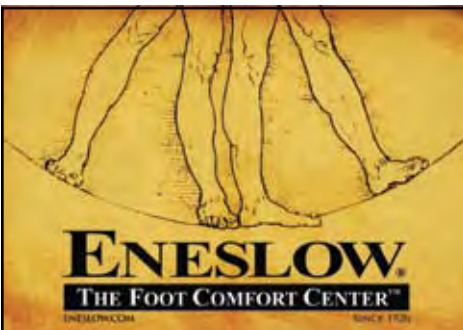
"Healthy Living is filled with solutions to help you make better informed choices about your feet and footwear."

the leg, posture is improved; the health of the back is enhanced, and overall well being increases.

To educate healthcare professionals about the many benefits Eneslow pedorthics offers, we created the Eneslow Pedorthic Institute (EPI) in 1995. Since then, thousands of healthcare professionals and consumers have learned how to improve the quality of people's lives from the foot up.

We look forward to serving you in the beautiful state-of-the-art setting that is the new Eneslow. Thank you for your interest.

Robert S. Schwartz, C. Ped., President



HEALTHY LIVING FROM THE GROUND UP!

©Eneslow Pedorthic Enterprises, Inc.
2007 All Rights Reserved.
470 Park Avenue South
New York, NY 10016-6819
212.477.2300
www.eneslow.com

PUBLISHER/EDITOR-IN-CHIEF:
Robert S. Schwartz;

SALES:
Jeff Roth

MARKETING/CREATIVE DIRECTOR:
Dann Francis

EDITORIAL CONTRIBUTORS:
Sarah Goldberg

OFFICE:
Trang Nguyen, Steve Roth;
Al Mohammad, Daniel Wrona

FRONT DESK:
Kathy Ann Samuels; Rachel Schwartz;
Alina Binyaminov, Jeanne Lapinski,
Janette Barbosa



No meeting too small,
No event too **WILD!**

MARLAEVENTS

Marla Bornstein

917-603-2258

marla@MARLAEVENTS.com

For Athletes and Runners: Foot Orthotics Do More Than Relieve Sore Feet

"The common perception of orthotics for many years was that their only use was in reducing foot pain," says LOWELL SCOTT WEIL SR., a Chicago-based podiatrist who has provided orthotics for members of the Chicago Bears, Bulls and White Sox. "About 25 years ago," Weil says, "it was discovered that changing the foot position of long-distance runners could reduce their susceptibility to knee pain. That uncovered a whole new realm of treatment. Suddenly, we realized that problems in the ankles, knees and hips might be helped by addressing improper foot position."

As Silver Spring podiatrist PAUL TAYLOR explains it, biomechanical problems in the feet can set off a chain reaction of imbalances that heap stress upon other body parts less able to handle them. While that added stress can accompany even everyday activities, it's greater during athletic pursuits -- running exerts an impact of two to four times a person's body weight, compared with walking's 1.5 times. The role of orthotic supports is to hold the feet in proper alignment, thereby providing a more stable foundation for the rest of the body.

"Surprisingly, a good percentage of athletes have no complaints of foot pain," says Taylor. "But even if a problem originates in the feet, it might first show up in the hip, knee or lower back." 🐦

Source: Dallas Hudgens, Washington Post

ENHANCE YOUR LIFE.

THE HEALTHIEST AND MOST LUXURIOUS HANDMADE WALKING SHOES ON EARTH. FINN COMFORT FOOTWEAR PROVIDES EXTRAORDINARY ORTHOPEDIC SUPPORT AND EXHILARATING COMFORT WHILE PROMOTING GOOD HEALTH AND WELL-BEING. BY ENCOURAGING THE TRAINING AND EXERCISING OF FOOT AND TOE MUSCLES, FINN COMFORT STIMULATES VIGOROUSLY HEALTHY FEET WHILE GENTLY IMPROVING POSTURE AND GAIT. TEST WALK OUR EXQUISITE NATURAL COMFORT FOOTWEAR TODAY!



**Finn
Comfort**
Made in Germany

THE FINEST WALKING SHOES ON EARTH.

ITALIAN DESIGN

www.stonefly.it

ELLE COMFORT

A Special Place For Special Foot Needs

Have you ever experienced foot pain, whether occasional or chronic? How about knee, hip, or back pain? Perhaps, you've had to face the challenge of finding comfortable yet attractive footwear that fits well? A visit to Eneslow-The Foot Comfort Center is the answer for you.

Eneslow is unlike any other "shoe store" you have ever experienced. Your feet will be placed in the hands of a trained professional. Eneslow's Pedorthists will properly fit you in footwear that look and feel great. They will help you choose styles that are best for you and your life-style.

Our Board Certified Pedorthists (C.Peds.) will fill your footwear, footcare prescriptions. These may be for shoes, shoe modifications or orthotics (either over-the-counter or custom). All work is done on our premises in our fully staffed orthopedic workshop, at 470 Park Avenue South @ 32nd Street. This is a special feature unique to Eneslow.

Our mission since the establishment of Eneslow in 1926 stays true today, to provide you with footwear and footcare so-

lutions. Our only mission is to improve the quality of your life, as you pound the New York City pavement in comfort and style.

Whether you have specific medical needs or would just like the experience of proper shoe fit in comfortable, stylish footwear, please stop by and visit us in Manhattan at 470 Park Avenue South, @ 32nd Street. You may also call for an appointment at 212-477-2300. Our Queens location is 254-61 Horace Harding Expressway @ LIE Exit 32, Little Neck, N. Y. 11362. Phone # 718-357-5800. Visit us on the Internet at www.eneslow.com. We are open seven days a week for your convenience.

Eneslow's Re-crafting Service World Reknown

One of the best kept secrets In the Eneslow arsenal of help for your feet and your shoes Is our Custom Re-crafting service. We take your worn shoes and make them feel better than new. Just bring in your favorite unwearable shoes and let Eneslow's

technicians remake them to fit your feet and bring them back to "better than new". Call for a free "Shoe Mods Catalog and Price list".

We're so sure you will feel great In your favorite uncomfortable shoes that we **guarantee satisfaction or your money back.** Call for an appointment with Herman at extension 202. 🐦



MEPHISTO

THE WORLD'S FINEST WALKING SHOES™

Comfort at it's best.



Nautic
(Men)

Helen
(Women)

The Elusive Perfect Shoe Fit

It's the most common complaint women have. 'The shoes are too big; my feet/heels are coming out of the shoe.

If a shoe were really too big it would be felt all around the foot, in front and back. Generally, the problem is the back of the shoe feels too big and your heel slips out. This often occurs for a number of reasons.

- Over 80% of adults are wearing shoes that are smaller than their feet. When they get into a bigger size, the toes have the room they need, but their feet feel strange. We are used to a certain feel. Now, we have to get used to a new larger feel.
- Sometimes it is because a more supportive shoe was selected. Supportive footwear tends to be stiffer than less supportive and less stable footwear. A stiffer shoe often puts a greater demand on one's feet and legs, usually until the new shoes are broken-in. This is a good thing because your feet and legs are able to become stronger. That is why a supportive shoe is often called "therapeutic". Therapeutic footwear provides more stability and helps improve balance and gait.

- We recommend that new supportive footwear be broken in, and not be worn more than one hour the first day, two hours the second. Increase use by one hour each day so the muscles of the feet and legs can become stronger. A benefit of the break-in period is the opportunity to strengthen the muscles of your feet and legs during this process. A stiff shoe is often broken-in through normal wear. Heel slippage is often reduced or eliminated.
- A small amount of heel slippage is normal when a shoe is new.

Heel slippage isn't usually an issue for men who generally wear shoes with laces, slip-ons that are enclosed over their instep, or larger-fitting shoes. Lace-up shoes don't slip as much as slip-ons. In the past few years we are witnessing fewer complaints from women. They too have been selecting larger, more stable footwear styles. They are getting used to the sensation, and their feet and legs are getting stronger. Feel free to bring your shoes to Eneslow to improve their fit. We have many shoe-aids to provide the benefits you desire. 🐦

DID YOU KNOW THAT...

Eneslow Custom Department is our on-site factory where our master orthopedic technicians **modify your existing footwear and fabricate custom made shoes and orthotics** to meet your specific needs.

- **Custom Molded Shoes**-for feet that are impossible to fit in ready made shoes
- **Custom Foot Orthoses**-available by prescription to redistribute forces, control motion, alleviate pain, and improve balance & gait
- **External Modifications**-to balance your foot from the outside of your shoe
- **Internal Modifications**-to enhance fit and function from the inside of your shoe
- **Custom Dress Shoes**-experience the ultimate in foot comfort in any style, made by our master craftsmen with the finest quality leathers and other exotic materials
- **Shoe Repair**-to keep your shoes looking and feeling as good as new
- **Re-Crafting**-we can make your favorite ready-made shoes feel as good as they look



Quality & Comfort

Alden's genuine welt construction provides welcome support for tired legs and feet... the luxury of true comfort.

ALDEN

AldenShoe.com 1-800-325-4252

We make your feet feel better

For over 140 years and 5 generations, p.w. minor has been committed to the highest quality and design in our footwear.



The solution to your foot problems are Xtra Depth® shoes, only by p.w. minor.

Xtra Depth® shoes are available in 150 sizes and widths, 85 styles and 12 foot shapes for both men and women.

p.w. minor

What is an Eneslow Pedorthist and How Can They Help You?

What is an Eneslow Pedorthist?

An Eneslow Pedorthist is, in many ways, a footwear, footcare pharmacist. He or she has been trained in anatomy, biomechanics (the study of how parts of the body move), foot pathology (things which are wrong or can go wrong with your feet), shoe and last types, shoe modifications, foot aids, prefabricated (pre-made) orthotics (arch supports), and custom shoes and orthotics. An Eneslow Pedorthist will measure your feet, and help you find the appropriate shoe, sock, orthotic device and foot aid for your feet, lifestyle, and activities. He or she is qualified to evaluate and treat your feet based on a written order (prescription) from a medical professional (DPM, MD, DC, DO, etc.). An Eneslow Pedorthist does not diagnose or write prescriptions. Please see your medical professional with any medical concerns requiring a foot related prescription. All of Eneslow's sales associates either are, or are in training to become an Eneslow Pedorthist. You can rest assured that you will have the highest level of care for your feet and foot problems.

How can an Eneslow Pedorthist help you?



Almost everyone suffers with foot problems at some time in his or her life. Most of the time this suffering is related to wearing the wrong size shoe. An Eneslow Pedorthist will measure both of your feet, sitting as well as standing, to determine what size each foot is and to see how much your feet "grow" when you stand up. (This is often up to one full size!). An Eneslow Pedorthist can also help you find the right shoe for your feet, because the shape of the shoe is just as important as the shoe's

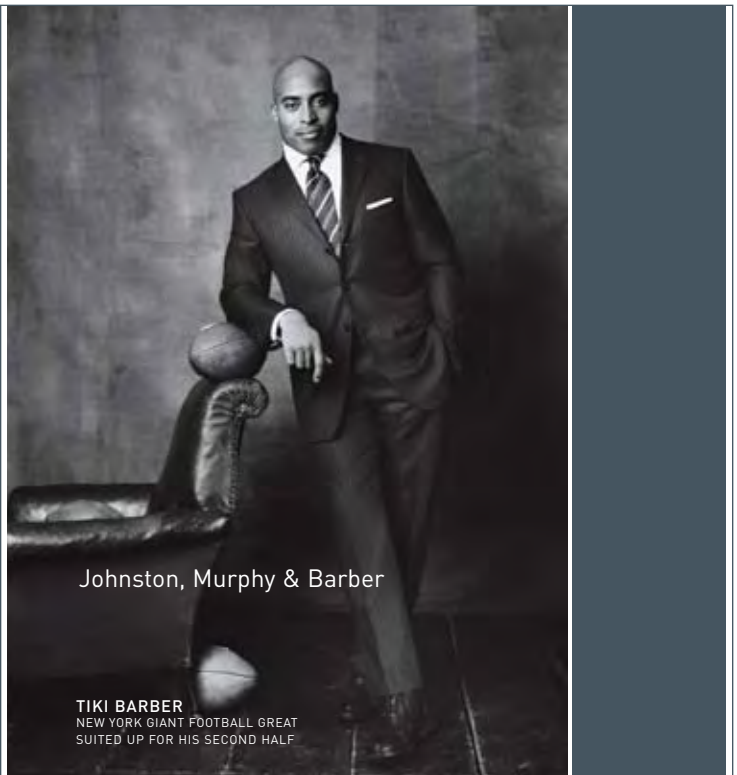
size. Additionally, many common foot problems, such as neuromas, hammer toes, bunions, corns, metatarsalgia, arch strain, and plantar fasciitis can be alleviated in the right shoe. It is important to note that your feet are the foundation of your body. If something is off balance with your feet, you can feel pain in your ankles, legs, knees, hips, back and neck. It is also the mirror. If something is off balance with your ankles, legs, knees, hips, back and neck, your feet will be affected. An Eneslow Pedorthist will help you and your medical professional improve your balance, alignment, posture and gait to realign your body through shoes, orthotics and shoe modifications, to help you feel your best. Let's look at one client as an example:

Michael is a 54 year old man in good health and good physical shape. However, he has suffered from lower back pain and intermittent knee pain for many years. Although he walks briskly for at least a half an hour daily, when he walks for extensive periods of time, his left leg gets tired. An Eneslow Pedorthist watched him walk, and noticed that, when he walked, his right foot was more stable than his left foot, and that his left foot pronated (arch rolled in) excessively. She put a Barton's Wedge in his left shoe. Immediately, his posture improved. When she checked in with him a few days later, he said that he felt less fatigue, knee pain, and lower back pain.



What makes an Eneslow Pedorthist so special is that he or she knows how to watch and observe you and is continuously trained in assessment and implementation techniques by our medical director, podiatrist Justin Wernick, DPM, C. Ped. Many Eneslow Pedorthists have decades of experience, and participate in continuing education through the Eneslow Pedorthic Institute.

Eneslow, the Foot Comfort Center and Eneslow Pedorthists are dedicated to improving your life each day from your first step to your last. 🐦



Johnston, Murphy & Barber

TIKI BARBER
NEW YORK GIANT FOOTBALL GREAT
SUITED UP FOR HIS SECOND HALF



DAWSON CAP TOE

JOHNSTON & MURPHY

The Eneslow Pedorthic Institute

What Is the "Eneslow Pedorthic Institute"? We thought we would take this opportunity to introduce you to our "education and training" side. The Eneslow Pedorthic Institute, also known as "EPI" was started in 1995 to educate and train those interested in providing high quality footcare, with a focus on footwear and related products. EPI trains those who wish to become a board certified pedorthist (C.Ped.). The EPI pedorthic pre-certification course includes an intensive education and training program to prepare an Individual for a career In pedorthics. The course includes the medical theory and hands-on training necessary to prepare for the American Board for Certification in Orthotics, Prosthetics and Pedorthics (ABC) exam.

EPI also conducts Pedorthic continuing education seminars. Here, C.Peds, podiatrists, physical therapists, orthotists, and other allied health professionals enhance their practices through Pedorthic education, while obtaining necessary credits.

EPI trains all Eneslow pedorthic staff to fill prescriptions for medically related footwear and footcare products.

Please call for an appointment with one of our Board Certified Pedorthists to have your questions answered and problems improved. Eneslow's board certified pedorthists (C.Peds.) are: Gregg Accles, Raul Davila, Khaled El-Masry, Sarah Goldberg, Mervin Henry, David Margolin, Warren Person, Carlos Rivera, Robert S. Schwartz, Hadji Sissokho, and Dr. Justin Wernick, DPM.

A potential benefit of EPI to you is available through our website, www.eneslow.com where online you can submit your questions @ "Ask The Pedorthist". People from all over the world use this forum to seek answers to their footwear and footcare dilemmas.

EPI is proud to have graduated its most recent class of future C.Peds in late March. These aspiring pedorthists have been prepared to expand their present careers and incomes in a very fast growing and exciting segment of the healthcare field. If you are interested in a rewarding and fulfilling career, EPI can provide the training, and if you qualify, Eneslow, The Foot Comfort Center can provide the employment vehicle. Feel free to call Sarah Goldberg at ext 211 to discuss the possibilities. 🐦



MEET OUR MEDICAL DIRECTOR

JUSTIN WERNICK, D.P.M., C. PED.



**DR. JUSTIN WERNICK,
OUR ON-STAFF
MEDICAL DIRECTOR
CAN HELP YOU SOLVE
YOUR FOOT RELATED
CONDITIONS**

Justin Wernick, D.P.M., C. Ped., is the Medical Director of Eneslow, The Foot Comfort

Center and the Eneslow Pedorthic Institute (EPI). He is a recognized leader in both the podiatric and medical community. A podiatric physician since 1960, Dr. Wernick has been the recipient of many prestigious awards, including Podiatrist of the Year.

As Eneslow's Medical Director, Dr. Wernick plays a pivotal role in training Eneslow's staff and consults with clients to help them achieve their biomechanical and footcare goals.

Dr. Wernick is available to see clients by appointment on Tuesdays and Wednesdays to develop a treatment plan to relieve

foot related problems. Please call 212-477-2300 to schedule an appointment for a consultation.

Dr. Wernick's Consultation includes:

- Pedorthic assessment: shoe fit, style and shape in relation to your feet
- Biomechanical evaluation: foot balance, alignment, gait, pressure, range of motion

He will recommend the proper footwear and related devices as solutions to match your personal foot, gait, balance and alignment concerns

Dr. Wernick works in coordination with prescribing physicians, and will recommend appropriate healthcare professionals, when indicated.

FEE SCHEDULE

- \$95 CONSULTATION FEE PER 1/2 HOUR SESSION*
- Patients will receive a one-time 20% discount off purchase of footwear or modifications, up to \$95 savings*

His duties as Director of Eneslow Pedorthic Institute (EPI) include educating healthcare professionals and the public

about the role of proper footwear as an integral part of footcare and as an aid in promoting overall health and well-being.

Dr. Wernick oversees a multi-disciplinary faculty at EPI, consisting of pedorthists, podiatrists, orthopedic surgeons, physical therapists, endocrinologists, shoe designers, diabetes educators and others. He conducts and oversees lectures, hands-on workshops, clinical practice sessions, and footcare forums. EPI courses have been accredited by the American Board for Certification in Orthotics, Prosthetics & Pedorthics (ABCOP.ORG), the NY, NJ, and PA Podiatric Associations, and various other credentialing organizations associated with footcare management.

In addition to his work at Eneslow and EPI, Dr. Wernick is a professor in the orthopedic department at the New York College of Podiatric Medicine. Dr. Wernick also writes extensively on foot health matters. "Lower Extremity Function and Normal Mechanics" and "Understanding Biomechanics" are two of his numerous publications. His diverse and innovative approaches to foot care management have gained noted media attention.

SHOES DESIGNED TO MOVE YOU



Congratulations on your Grand Opening



Ara knows what you're looking for.

32871 Padua
black patent



34804 Roma
sand



31533 Vancouver
sand



You can find it at Eneslow



The LAST must come FIRST:

When two Podiatrists, Mervyn Adams and his brother-in-law David Robertson started tinkering with shoe lasts and measuring feet back in the 1940's in Auckland, New Zealand, they never dreamed that by the year 2007 their company would be producing 10,000 pairs a week.

Of course their fascination with lasts was not abnormal or strange. Mervyn and David were podiatrists, and as such examined thousands of women's feet in the normal course of their work. It didn't take long for them to realize that many of the problems they were treating were the result of ill-fitting shoes made on badly designed lasts. And women needed wider footwear.

The answer was to make shoes designed especially for the feet they saw every day. How else were women going to get shoes that were fashionable as well as soft, flexible and generally good for your feet?

They examined the feet of thousands of women's - 10,000 of them. They measured; they made plaster moulds. They explored the flares of each foot, the bone structure, the different types of arches, and every aspect possible.

This research, followed by twelve months of data analysis, resulted in the design of their first lasts.

The first Kumfs shoes were an instant success.

Today, Kumfs expands on that research every year. In recent years the task has been to find out how to make sandals and shoes that give the working woman a choice when it comes to wearing custom orthotics. We know you can put your custom orthotics into your sneakers, but sneakers are not for all occasions.

And advancing technology has only helped to keep Kumfs of New Zealand at the forefront of soft, flexible styling for busy feet.

In 2007 you have a choice. Kumfs offers you shoes and sandals that genuinely have enough room for your orthotics and they give the necessary support too. AND NO ONE in America has a better range of Kumfs in medium through extra-extra wide widths than Eneslow. 🐣

DID YOU KNOW THAT...

If you bring us your own shoes and we can:

- Make them wider, deeper, or longer.
- Raise or lower the heels and soles to enhance function and comfort.
- Add special materials to reduce impact and shear forces, control motion, and redistribute pressure.
- Add special closures to help make shoes easy to put on and take off.

We can make your stilettos feel like sneakers!

Our technicians will redesign your pumps to provide more toe room, reduce the pitch of the heel and relieve pressure to the ball of your foot.

Your worn shoes and orthoses will look and feel like new!

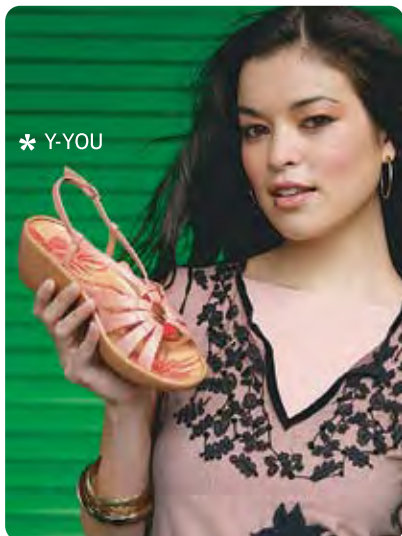
Our on-site factory will return your worn products to better than new. We evaluate your wear patterns, and provide the best materials and workmanship. This results in increased comfort, fit, and durability, offering unique value for your footwear investment.

Do you need a custom molded shoe?

Custom molded shoes help people with hard to fit feet, partial foot amputations, or foot deformities that ready-made footwear cannot accommodate. *Ask your health care provider if you would benefit from Eneslow custom footwear.*

Comfort - it's a Beautiful thing

As a New Zealand company founded by podiatrists, Kumfs has always focused on shoes that put your feet first. Kumfs shoes cater to a wide variety of feet including wide fittings. Our shoes are cushioned, comfortable and supportive, yet fashionable so you will never have to compromise on style.



* Y-YOU

* = orthotic friendly

hidden depth - inlay can be removed to fit your orthotic
fashion wedge in shock-absorbing polyurethane



* Yahoo * Yippe

Kumfs[®]
new zealand www.kumfs.com

Lighter Reliability Resistor Shock Absorbing

rieker
ARTISTRESS

Rieker congratulates to your beautiful new store!

www.rieker.com



We make fit happen.

Every New Balance-certified Procare dealer offers a considerable selection of athletic and casual shoes in extensive sizes and widths. Our expert fitters match technologically advanced footwear with individual needs for comfort that lasts for miles and miles.

Drop in today for the latest in advanced athletic footwear from New Balance.



PROCARE® FIT SPECIALIST

 aravon. |  new balance. |  dunham.

©2006 New Balance Athletic Shoe, Inc. All rights reserved.

AMERICA'S FAVORITE
SAS
COMFORT SHOES

Caress
(bone) white & black.

Suntimer
(teal) white, pearl bone, copper & black. Beige croc, brown croc & black croc.

Duo
(white) natural & black.

Huarache
(natural) antique tan & black.

Trio II
(black) white & bone. Black croc, Nubuck taupe.

Huggy
(caramel) nubuck taupe, rust & charcoal. Also available in sizes 12 1/2 & 13.

Easier
(antique wine) bone, mocha, pewter & black.

Simplify
(pearl bone) white, copper, antique wine, pearl blue & black. Brown croc & black croc.

Free Time™
(white) bone, mocha, teal, navy & black. Nubuck, taupe & nubuck charcoal. WWW widths available in black.

Viva™
(sand) teal & black. Black croc, Nubuck dark brown & nubuck charcoal.

Clog™
(teak) white, & black.

Time Out™
for men (bone) white, antique walnut & black. WWW widths available in black.

Bout Time™
for men (mule) bone, cordovan & black, Nubuck oak.

Side Gore™
for men (black) cordovan & cognac.

Relaxed for Women

Relaxed (black, natural & amber) Relaxed is also available in sizes 12 1/2 & 13.
Hold Me handbag (natural) also available in wine, brandy & black.

Come by and be fitted in SAS comfort. We have the sizes and widths to fit you. Women's sizes: 4 - 12 S, N, M, W, WW. Men's sizes: 6 - 15 S, N, M, W, WW.

With sophisticated styling and an unmatched comfort system, the Traveler is the perfect style for the man on the go. From the Allen-Edmonds Casual Comfort Collection®.

Allen Edmonds



Visit our Little Neck location!
254-61 Horace Harding Expressway

Off Exit 32 L.I.E Little Neck, NY 11362
Tel: 718.357.5800 Fax: 718.357.0531

Throughout the country or around the world, I.travel footwear is designed to accompany you in style, no matter what your destination.

I.travel
FOOTWEAR FOR THE JOURNEY

55 years of Fine Womens Fashion, Comfort & Quality shoes. The highest quality leathers and materials and a full range of casual, dress, and seasonal shoes.

We also provide one of the largest range of sizes available in womens shoes so that anyone can find a shoe that fits comfortably. We are...

California magdesians
MADE IN U.S.A. SINCE 1952

"Bela"

"Lacey"

For Immediate Release



Oh! Shoes Takes Big Step Forward in Creating a Sexy, Healthy High Heel for Women with the Promise of Pain-Free Style

Sexy, fashionable heels don't have to hurt.

Oh! Shoes leads the women's footwear industry in delivering on that promise.

Portland, Ore. – April 19, 2007 – Oh! Shoes (www.ohshoes.com), maker of truly sexy healthy heels for women, announced today that newly released data from independent testing at the Michigan State University Biomechanics Laboratory and a nationwide panel of consumers have confirmed the company's long-held assertion that fashionable footwear and comfort no longer have to be mutually exclusive – and they're ready to back that up. The "Oh! Promise" gives women the rock-solid pledge that wearing a pair of strappy, sexy heels or equally chic wedges from the fabulous Oh! Collection, won't hurt – ever.

After ten years of development and

testing Oh! Shoes has created a completely new construction platform for women's shoes reducing stress and wear and tear upon feet and joints. "We didn't just add padding here and rubber soles there," commented Gary Wells, Oh! Shoes president. "Oh!'s latest line is a result of patented technology that our testing shows lowers the risk women take of developing deformities, osteoarthritis and other ills that painful high-heels can bring about." Until now, women had to make the choice to sacrifice comfort for style. Although a plethora of shoe designers have attempted to connect comfort with high fashion, women are still showing up by the millions in physician's offices across the country because of high-heel induced foot pain.

Oh! recognized early on that it wasn't enough to design a shoe that on the surface appears to be more comfortable. They sought out the expertise and counsel of someone that treats women and their aching feet every day - Dr. Carol Frey. Frey, a noted orthopedic surgeon and foot specialist was engaged and created a separate panel of leading foot care professionals to evaluate early stage Oh! Footwear.

Statistics show that within the next twelve months women will make more

than 80 million physician visits related to foot health and spend more than \$2 billion on foot surgery. Most of these visits are attributed to the stress that high heels place upon joints.

But can a high heel that looks sexy-not clunky or matronly- that won't hurt women's feet actually be made? "Yes!" says Oh! Shoes CEO, Greg Van Gasse. "If a shoe feels like a dream but ultimately doesn't make the woman wearing it feel sexy and fashionable, that shoe is going to stay buried in her closet. That's what we've seen with other 'comfort' brands." Oh! Shoes is confident that women who wear Oh! Shoes will recognize the difference.

The Oh! Promise

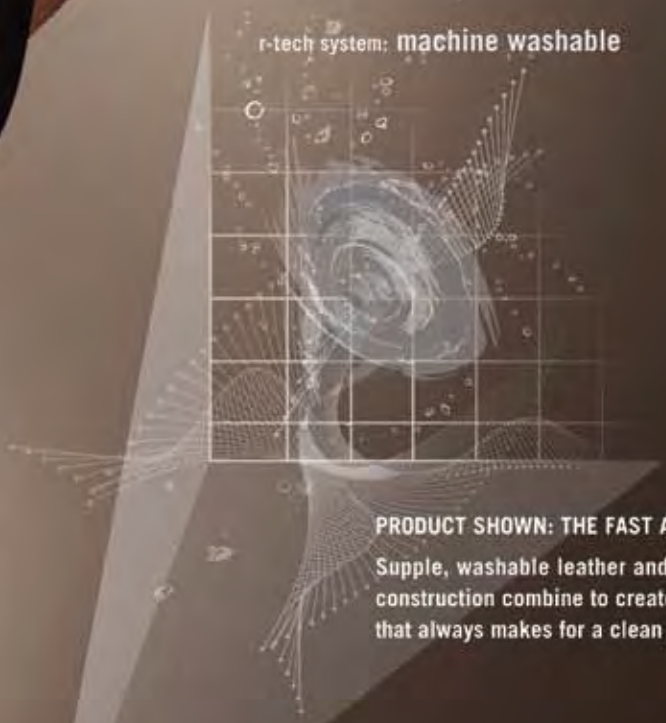
Wear Oh! sexy, healthy heels for 30 days and enjoy the "no compromise" experience of wearing high heels and wedges you love without the pain and torture other high heels can create or your money back. "This is a huge breakthrough for women," said Van Gasse. He continued, "And our customers have encouraged us to get the message out to everyone. We have a revolutionary product; we're obviously excited about it, and we're ready to stand behind it with the 'Oh! Promise'."

**"Finally Heels engineered for all day comfort
(and long term foot health)."**





r-tech system: machine washable



PRODUCT SHOWN: THE FAST APPROACH
Supple, washable leather and durable construction combine to create a shoe that always makes for a clean getaway.

ROCKPORT  The Differences Inside.

© 2007 Rockport Company, LLC. All rights reserved. ROCKPORT is a registered trademark and THE DIFFERENCES INSIDE are trademarks of The Rockport Company, LLC. rockport.com



Make Every Step You Take A Workout In Itself!

Improved posture and
gait by 10 degrees*

Increased back
muscles activity

Increased abdominal
muscles activity

Buttock muscles
activity*

+ 9%

Rear thigh muscles
activity*

+ 19%

- 19%

Reduces stress
on hip and
knee joints*

Lower limbs activity*

+ 18%



* According to studies
at the University of Calgary, CAN;
Sheffield Hallam University, UK;
Rennbahnklinik Basle, CH etc.
in comparison to conventional shoes.



physiological footwear

ask the Pedorthist

Ask the Pedorthist can be found on our website at eneslow.com/askthepedorthist. It is here that we answer questions about footwear and footcare. Here are a few of the questions and answers for your benefit. Feel free to ask the pedorthist whenever you need help with a footwear and footcare problem. We do our best to give the soundest of advice, but always remember to SEE A DOCTOR if conditions you are experiencing worsens.

Jennifer V

Q: Can poorly fitting shoes make feet and calves swell? I have been to the doctor to have my veins checked for blockages, everything at this point. They find nothing wrong but my feet swell and my legs swell all of the time. The doctor said it could be tied to sitting long hours at work, as well as poorly fitted shoes. For a dress shoe to wear at work, would Ara be a good choice? I also have really high arches which makes wearing many shoes impossible. Are Taryn Rose shoes worth the cost? Do they really make a difference? Thank you! Jennifer

A: Dear Jennifer, Thank you for your email. You ask some good questions that can only be answered as generalizations. Here goes! We often see individuals with foot and leg swelling who wear poorly fitting shoes that are too small, and/or don't have enough support. We can't say for sure that the shoes are causing the problem. We do see improvement in many cases when they change to better fitting more supportive shoes. Sometimes we add more support inside people's own shoes. And then there is the matter of your self described high arches. Do they stay high when you stand or do they roll in? Ara may provide enough support for some individuals. Others need even more support. Other dress shoe brands such as Durea, Aravon, Essence by Aetrex, Thierry Rabotin, and Theresia M may provide more support. Taryn Rose makes a good shoe, too.

You can't rule out nutrition and exercise when discussing swelling of feet and legs. Think about what you eat and how much exercise you do everyday. Is it appropriate for your health and well-being?

Please visit the nearest Eneslow, in Little Neck or in Manhattan. Both stores are open seven days a week, except for Independence Day. Our Eneslow pedorthists will help you make informed choices. In Little Neck, our pedorthists are Warren Person, Raul Davila, and David Margolin. You are welcome to call and make an appointment, if you prefer. If you wish to visit our Manhattan store, our pedorthists are Carlos Rivera, Hadji Sissokho, Melvin Nelson, Gregg Accles, and Mervin Henry.

Greg P

Q: Dear Sir or Madam, My two year old

daughter has lymphedema in her feet, causing them to be swollen. Do you have ready-made shoes or can you make custom shoes to fit her (dress, casual and sneakers)? Thank you. Greg

A: Dear Greg, Thank you for your email. There are special shoes that may fit your two year old daughter. According to the manufacturer Markell, they are a true orthopedic sneaker for children. They have a symmetrical straight last, added depth to accommodate swelling, extended counters to provide support and stability. They are available in whole and half sizes with multiple widths and removable cushioned insoles. We also make all styles of custom shoes to fit her.

Ethan P

Q: I have narrow long feet and high arches. 14 (AA) left foot (B) right foot. I think I need custom made shoes. I think my knees suffer when I wear heeled shoes. Is that true about heels in general? What do your custom made molded shoes look like?

Thanks, Ethan

A: Dear Ethan, Thank you for your email. We make custom made molded shoes in all styles imaginable. We can match any style you choose, assuming it is appropriate for your feet. We do carry a limited selection of shoes in long and narrow sizes. We certainly can help you with styles that should reduce stress on your knees. Feel free to make an appointment with one of our pedorthists to help you make informed choices.

Lauren C

Q: My friend lost his big toe and next toe in a lawn mower accident. What would your suggestions be to find shoes? Ready made and/or custom. Does he have to come into the store? Are there shoes that are not custom made for partial toe loss? Custom would probably be too expensive or is it at all covered by insurance given the accident? He needs a better solution than Merrells'. Thanks. Lauren

A: Dear Lauren, Thank you for your email. A special insert can be made for your friend who lost his big toe and next toe in a lawn mower accident. The insert can then be moved from shoe to shoe. It is necessary for him to come to the store once, so we can measure him for the insert. The selection of appropriate footwear is

also important. He may do well with the MBT shoe which has a semi-rigid rocker sole that may reduce forces on the front of his foot. Insurance may cover this. Whether it does or not, he needs to see a specialist to provide him with appropriate footwear options.

Randi A.

Q: I have begun to have pain in back of my heel. Can this be from the shoes and what should I do about it? Thank you.

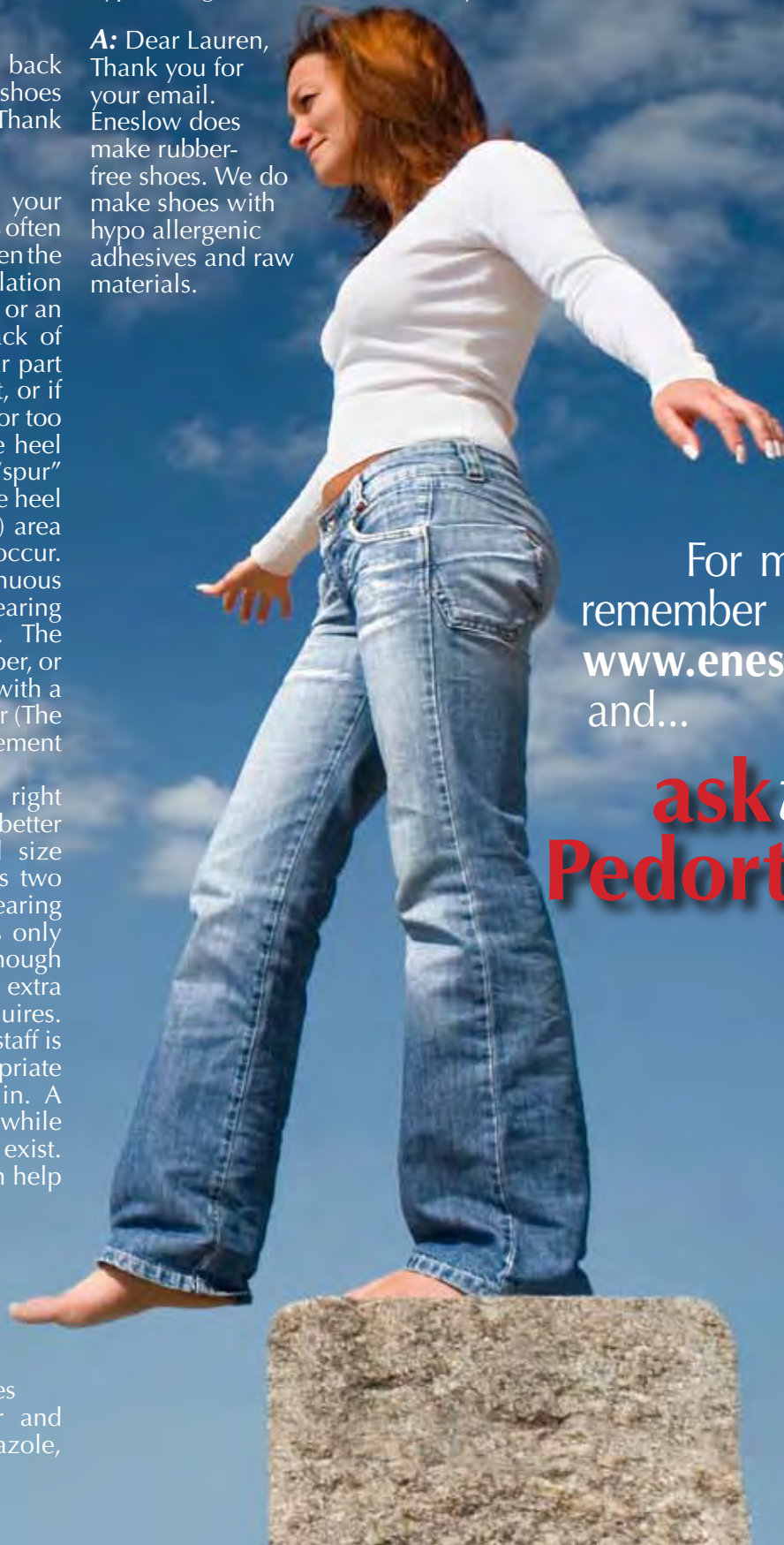
A: Dear Randi, Thank you for your email. Pain in back of your heel is often caused by the relationship between the size and shape of your foot in relation to the shoe, or excessive motion or an increased angulation of the back of the foot pushing against the rear part of the shoe. If a shoe is too short, or if the back of the shoe is too hard or too shallow, pain in the back of the heel may occur. Some of us have "spur" like protrusions at the back of the heel particularly at the lateral (outer) area of the heel. Inflammation may occur. These may result from continuous rubbing resulting in a shearing between the skin and bone. The solution is often a longer, or deeper, or more supportive shoe, perhaps with a softer, more padded heel counter (The heel counter is the firm reinforcement around the back of the shoe). Properly fitted shoes with the right heel height and support that better matches your foot shape and size may prove effective. Sometimes two pair of socks prevents the shearing force from taking place. This is only appropriate if the shoe has enough length to accommodate the extra thickness the extra sock requires. Eneslow's pedorthically trained staff is on hand to help you find appropriate footwear solutions. Come on in. A word of caution, every once in a while a more serious condition may exist. Only a medical professional can help you make that determination.

Jahana H

Q: I am working on compiling a list of shoe companies that offer shoes safe for persons with allergies to chemicals found in rubber and neoprene (mercaptobenzothiazole,

thiuram, mbt mix, and thiourea). I was wondering 1. Do you offer rubber free shoes? 2. What type of adhesive that is used in the manufacturing of custom shoes and can your shoes be made without using adhesives (or hypo allergenic adhesives) Thank you

A: Dear Lauren, Thank you for your email. Eneslow does make rubber-free shoes. We do make shoes with hypo allergenic adhesives and raw materials.



For more help remember to go to www.eneslow.com and...

**askthe
Pedorthist**

A Peek Inside The Factory

One thing that makes Eneslow so unique is that we have a full, working factory on our premises. This factory is capable of making a shoe from a cast up, performing a huge array of structural and cosmetic modifications to all kinds of shoes, and making an orthotic from scratch. But, how do we do it, how much work do we do, and who does what? Let's take a tour.

The first person you will meet when you walk into the factory is our foreman, German Jaramillo. German is from Columbia, and has been working for Eneslow for 22 years. He takes casts of customers who need custom shoes, and makes every conceivable type of shoe adjustment. On German's right is Sakisian. Sarkisian is from Armenia, and has been working for Eneslow for 18 years. He makes the shoe uppers and designs the patterns for the upper part of the shoe. Also, if your shoe has some stitching that has come loose, he fixes that. Sarkis can also take out a boot's calf by subtly adding material or zippers. Across from German is Grazio Sena, better know as Rocco. Rocco handles more shoes than everyone else. He is in charge of everything related to a shoe's sole: resoling, re-heeling, elevations, and rockers, just to name a few. Rocco is from Italy, has worked at Eneslow for 25 years, and can gauge a measurement down to 1/16" of an inch by sight.

Next to Rocco is Michael Feder, who is from Israel, new to the shop, and currently in training. To his right is Hagop Kehyayan, the shoemaker. Hagop attaches the upper part of the shoe to the lower parts, and shapes it on the last. Hagop also has the strongest arms of anyone in the factory. In his own little room is Khaled El Masry, who is in charge of the orthotics department. Khaled is both a Certified Pedorthist and Certified Orthotist and Prosthetist. Besides making orthotics from a cast of your foot, Khaled also makes AFOs (Ankle-Foot Orthotics) and even braces which go from the foot to the knee. Finally, Greg Accles, also a Certified Pedorthist, serves as a liaison between the factory and the main floor of the store. He makes sure all the shoes that require modification go to the appropriate person in the Factory and come up to the appropriate person in the store. Greg is also in charge of our diabetic custom program, and casts many diabetic patients for custom shoes and orthotics. Greg is from Brooklyn.

Eneslow is very excited that with our move we were able to expand our factory and put in all new Jos America equipment from Holland. These include grinding machines, vacuum forming machines and ovens. With this new machinery, Eneslow has doubled our workload capabilities. In fact, in a typical month, our Factory produces about thirty custom made shoes, forty custom made orthotics and two-hundred modifications ranging from converting laced shoes to Velcro to completely re-lasting a shoe to custom fit a customer. We were also able to put in a highly efficient ventilation system that virtually eliminates all environmental odor from the glues and thermo-plastics that we use. With our combination of highly experienced old world craftsmen and highly modern equipment, you can be sure that your shoes and orthotics will come out better than you could ever imagine. 🐦



The Importance of Having Your Feet Measured

When was the last time you had your feet measured? Chances are, if you're like most people, it was sometime around the time your feet "stopped growing" at about the age of 14. Has your pants size changed since then? If so, your foot size has probably changed, too. Throughout our lives, our feet change. If you gain a large amount of weight or become pregnant, they often get larger. If you lose a large amount of weight, especially quickly, your foot size, especially the width, can get smaller. Over the years our feet tend to get longer and wider. The more active, the sooner! Our feet are bigger late in the day, during warmer weather

and after we eat too much; (ie: Thanksgiving to New Years!) Also, certain diseases, like hypertension, venous insufficiency and obesity can cause the size and shape of your foot to enlarge. With all these possibilities for change, what can a savvy shoe shopper do? Insist on getting both of your feet measured while standing every time you buy a new pair of shoes.



You may not think that wearing the right size shoe can make a difference in your daily life until you spend a day in shoes that are too tight. Besides the temporary discomfort tight shoes cause, they can also cause bunions, corns, hammertoes, ingrown, thickening, and blackened toenails, metatarsalgia, neuroma, and plantar fasciitis to name a few.

Many people buy shoes that are too short, believing that they'll stretch. Another common mistake among people who haven't gotten measured is to increase their width without increasing the length of the shoe. One of the three immutable things in life, besides death and taxes, is shoes do not stretch in length. Shoes that are too tight should not be purchased or worn and older shoes should get checked for fit. Even shoes that are too big can cause problems. Sometimes, people with wide feet will buy shoes that are too long to try and make up for width. This can cause problems like blistering and excessive rubbing. Also, shoes that are too long don't tread properly, leading to the shoe feeling heavy. Finally, a shoe that is too big will bend in the wrong place, leading to toe and metatarsal (ball of the foot) problems.

Having a shoe that is the correct size can change your life and enhance your overall feeling of well-being. You can be more active, less grumpy, and more comfortable. Stop by Eneslow to get your feet measured and properly fitted, and, if you must go elsewhere, make sure to get measured every time. After all, they're your feet, and it's your life. 🌿



LET'S GET
OUTSIDE™
MERRELL M
merrell.com



Merrell congratulates Eneslow on its Grand Opening

Make Your Socks Life Better



An important aspect of proper shoe fit is appropriate hosiery. Wearing socks that are too thick or too thin can cause rubbing and discomfort. The most common cause of heel slippage is also sock related; thin nylons directly cause heel slippage. There is also the torture of a heavy sock that is too small. Too tight socks can bind the toes, aggravating bunions, corns, and hammertoes. Perhaps the greatest torture of all is the pain and suffering of a sock which has stretched out and become baggy. Every step is accompanied by twisting, bunching and rubbing, causing tiny blisters all over the bottom of your toes. Then there's always the dreaded "sock eating shoe," as your sock gets slowly sucked down your leg and into the toe of your shoe. Finally, there are the "well ventilated" socks, which are more hole than sock.

"Oh no," you cry! "What can I do?" Make sure to buy socks of different thicknesses, in appropriate materials for your planned activity, in the right size. "Really?!! Socks have sizes?" Yes, they do. At Eneslow, we have woolen socks for hiking and other long term wear activities, acrylic socks for athletic activities, and cotton socks for warmer weather. Lets take a look at the sock materials one by one.

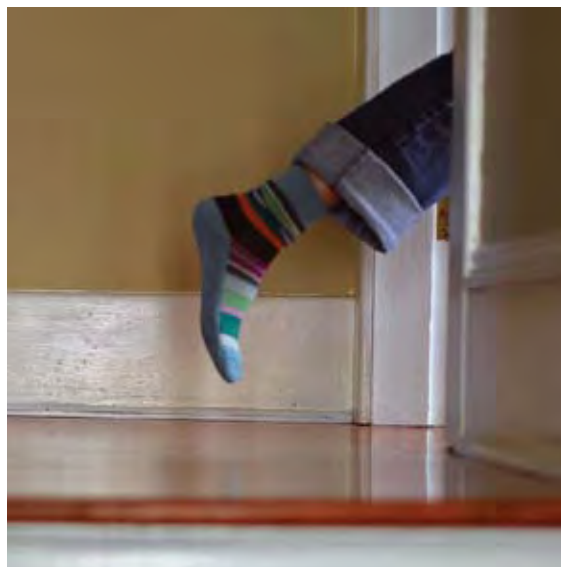
Wool is an excellent insulating material. This means that it can keep your foot warm in cold weather and cool in hot weather. It is also very resilient, so it will develop fewer holes and wear longer and better. If a wool sock has padding, the

padding may become matted down over time. Beware of putting wool socks in the dryer, as they tend to shrink. Also, some people with contact dermatitis may have wool allergies. Check with your dermatologist if this has been an issue for you before.

Acrylic is a man made material. It also has good resilience, and is good at wicking moisture, an important function of athletic socks. It usually does not cause allergic reactions. However, acrylic does pill, which can become irritating, and it does retain heat. If your feet have a tendency to get cold, this may be a good thing. If your feet tend to get hot, this can be a problem.

Cotton is a natural, plant based fiber. It is cool in hot weather, and tends to be fairly hypoallergenic. However, in cheaper socks, the fibers can be very short, leading to quicker fiber breakdown (more holes). Also, while cotton is quite absorbent, it does not wick very well, and can get soggy and ridden with bacteria. More than any other material, cotton socks must be changed frequently. Better quality cottons last longer and wear better, and clean cotton tends to feel nicest on sensitive feet.

Next time you come in for a new pair of shoes, make sure to get a new pair of socks. Ask your salesperson to check the size of the sock against the size of your foot. Be sure to have a sock wardrobe that fits your shoe wardrobe and lifestyle. Finally, be sure to perform the appropriate sacrifices to the dryer gods. Unfortunately, like most gods, the dryer gods probably do prefer virgin sacrifices. 🌿



Fashion and comfort all in one place.

Dry, cozy and odor-free. Feel good naturally with SmartWool.

SmartWool Winter 07 Lifestyle Sock & Accessory Line for women, men and children.
SmartWool Corporation | P.O. Box 774928 | Steamboat Springs, CO 80477 | 1.800.550.9665

Care And Maintenance Of Your Custom Shoe Inserts (Orthotics)

Wearing Custom Shoe Inserts (orthotics)

Custom Shoe Inserts (orthotics) are designed to accommodate your particular foot and its individual needs. Wearing custom shoe inserts (orthotics) begins with a breaking-in period--you need to give your feet, legs and back time to adjust to the feel and affect of new orthotics.

We recommend that you wear your orthotics for no more than one hour on the first day, and then increase your wearing time by one additional hour each day (unless otherwise directed by your physician). It is normal for the break-in period to take two weeks or longer, particularly if you have not worn a comparable style before.

SHOE FIT and STYLE

Orthotics affect the fit of footwear. They may require more space than the removable insole that comes in the shoe. If there is no removable insole in your shoes, you will probably require a larger size or different style. Orthotics function differently in each style of shoe. Like your orthotics, footwear has a biomechanical effect, which may enhance or detract from the function of your orthotics. Please alert an Eneslow Pedorthist to your orthotic issues and considerations. Sometimes, a minor adjustment to your orthotics and/or footwear will produce the desired result. It may, however, be necessary for you to wear a different size or style shoe to permit the orthotics to achieve your goals.

ORTHOTICS DISPENSED BY YOUR MEDICAL PROFESSIONAL

Eneslow is proud to work with you and the orthotics you bring to us to fit into a pair of shoes. We recognize that there are many others who are qualified to help you orthotically. We work with these professionals and you to assure optimum performance. Our job is to fit you in the best possible footwear to work effectively with your orthotics.

FOLLOW-UP APPOINTMENTS

Eneslow stands behind our workmanship and materials. We want you to enjoy the benefits of your orthotics. If you have allowed for the proper breaking-in period and are still experiencing difficulties in wearing your orthotics, please contact

us to arrange an appointment in order to make any necessary adjustments to your orthotics. We will make every effort to provide you with a comfortable fit.

HOSIERY

Orthotics should be worn with socks, or other hose. This will reduce the risk of excessive perspiration and friction, which may cause discomfort to you and damage the orthotics. The style and thickness of hosiery will affect the fit, function, and comfort of the orthotics and footwear. Be consistent in the style and fit of hose. If the hose makes the shoe and orthotic feel too big, wear a thicker style. If the fit is too snug, wear a thinner style. Ask your Eneslow Pedorthist for the style and size sock best suited to your needs.

CARING FOR ORTHOTICS

Proper care and maintenance of your orthotics is vital to durability, comfort, and function.

Remove your orthotics between each wearing to allow for the drying of foot perspiration. Apply talc to the top surface to enhance results. Most orthotics do not require cleaning.

CLEANING YOUR ORTHOTICS

The method of cleaning depends on the type of material you have.

Flexible molded non-leather orthotics: Soak for ten minutes in cold-water using mild soap; rinse well; towel blot and air-dry overnight. Do not apply any form of heat to this type of orthotic.

Rigid orthotics: Wash with mild soap; rinse well and towel dry. Do not apply heat.

Leather covered orthotics: Wipe with leather conditioner or saddle soap.

If your feet perspire heavily: your orthotics will require more frequent cleaning.

If you have open ulcers or draining sores: use an anti-bacterial soap when cleaning your orthotics, and be extra careful to always wear clean socks.

SAVE \$ ON CUSTOM ORTHOTICS

Eneslow offers all clients a 10% discount on custom orthotics, as follows.

- Order more than one pair at a time. The 10% discount applies to the second pair and all additional pairs ordered. The initial pair is at regular price.
- Provide your own casts of your feet.

This offer does not apply if an individual's feet have changed significantly since the cast was taken, and a new cast impression must be taken.

WHEN TO ORDER ADDITIONAL CUSTOM ORTHOTICS

- To prolong the life of the first pair.
- If one wears distinctly different styles of footwear e.g. dress shoes vs. street shoes.
- If one is hard on one's feet.
- If one perspires excessively.
- For different activities e.g. walking/running vs. court sports.
- If one has diabetic neuropathy. Studies show that wearing different shoes and orthotics each day reduces the risk of lesions and ulcers.

Please check with your physician if you are unsure as to whether your current prescription footwear and orthotics are still appropriate for your condition.

FOLLOW-UP APPOINTMENTS

We recommend that you come in for a check-up after three weeks. If an adjustment is needed to improve the fit and comfort of your footwear and orthotics, please feel free to call for an appointment sooner.

ENESLOW'S MISSION

Eneslow's mission is to improve the quality of people's lives from the foot up.

ENESLOW'S GOAL

Eneslow's goal is customer satisfaction in fit, comfort and relief of pain.



Therapeutic Footwear Helps Alleviate Foot Pain

Life is a pain when your feet hurt. That's why choosing the right footwear is critical to your overall health. Eneslow was founded on the principle that a shoe can actually change the way your body feels. We've been choosing footwear to fit your foot shape and foot condition since 1926. If your feet ache after just a few hours, or you suffer from painful foot conditions such as metatarsalgia or plantar fasciitis, Eneslow has a shoe that's fit for you.

What makes Eneslow's footwear selection unique?

If you could see inside our stockroom, you'd discover thousands of pairs of shoes to match your foot size and shape. We carry and dispense footwear that includes comfort materials and designs uniquely combined for incredible support. Our goal is to provide you with footwear that can be worn all day without pain, even on hard concrete. Most shoes feel good when you first put them

on. We want you to have shoes that provide support and comfort you'll feel after the longest of days. Many of our shoes boast added depth for extra toe room for custom orthotics, and the highest-quality, dual-density footbeds that use your body heat to mold to the individual contours of your foot. We select footwear that uses unique heel components to stabilize your foot, so you'll walk with ease and confidence.

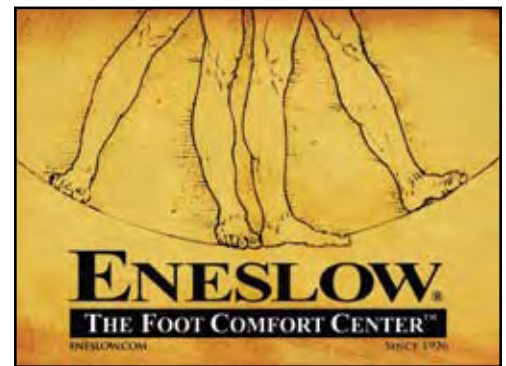
Physician Prescribed

Eneslow therapeutic footwear is prescribed by physicians for painful foot conditions. We choose styles on many different Lasts (foot forms), so we have the unique ability to fit almost all sizes and shapes of feet. Our footwear is often prescribed for foot conditions such as heel pain, ball-of-foot pain, bunions and hammertoes, or diseases such as arthritis and diabetes. With the largest sizing structure available today, Eneslow can help ease foot pain and fit women's sizes

5-12, narrow to extra-extra wide and men's sizes 7-15, narrow to extra-extra wide. After 81 years of service, Eneslow has researched and refined the art of comfort footwear.

Some of the brands of therapeutic footwear that you can find at Eneslow are: *Aetrex, Alden, Ambulator, Aravon, Ariya, Drew, Durea, Finn Comfort, Kumfs, MBT, Mobils by Mephisto, New Balance, PW Minor, SAS, Theresia M, Waldlaufer, and others.*

Ask your medical professional if Eneslow therapeutic footwear is right for you. ☺



Think!

Healthy Shoes • Naturally • Beautiful.

Instead of conforming to this world, seek to transform and reinvent your way of thinking.



"The BEST walking shoes in the World!"



durea[®]
comfortable shoes



dansko[®]
The Chelsea Collection

BeutiFeel[®]

EVERY WOMAN DESERVES A PAIR



Always Elegant. Always Comfortable. BeutiFeel.

See why women across
america are saying...



MUNRO[®]
AMERICAN
Proper Size **M** Perfect Fit

"I just LOVE my Munro Shoes!"



Caring For Your Shoes & Boots

Since high-grade footwear is generally expensive, it makes good sense to take special care to prolong its life. We make the following recommendations:

When putting on your shoes, always use a shoe horn. This protects the heel from unnecessary wear.

Polish your leather shoes regularly with a good cream or wax polish. Water-based liquid polish may dry-out leather; so we recommend using it sparingly.

After the shoe cream has dried, buff the shoes with a soft brush.

When needed, apply a shoe cream that's slightly lighter than the color of the leather. Shoe creams are specially formulated to renew color, cover scratches and moisturize your shoes.

Every so often, use conditioner/cleaner to remove common dirt and dust from your shoes before polishing. This extra step is a good precaution to protect the natural beauty of the leather.

Wear water-repellant or waterproof boots, or overshoes in wet or snowy weather to protect your leather shoes. Wet leather wears out more quickly than dry. Eneslow carries special overshoes (and boots) to fit over your footwear, whether they are wide and deep, or regular size to protect them.

Use a water and stain protector on your leather footwear to protect them. Silicone sprays or mink oil can be used on a regular basis. To protect fabric and other non-leather footwear, check with our staff, and test a small unobtrusive area before applying the protector to the whole shoe.

If the inside of your shoes has gotten wet, give your shoes a chance to dry-out overnight. Remove any insoles/inserts and fill the shoe with a cedar-wood shoe tree, or absorbable material like paper toweling. If not allowed to dry out, perspiration absorbed by the leather and other absorbable materials during normal wear will lead to the eventual breakdown of the shoe's quality, and will change the fit. Allow shoes to dry completely, inside and out, by not wearing the same pair of shoes on consecutive days.

When you are not wearing them, use cedar-wood shoe trees to help your shoes safely expel moisture while retaining their shape and fit. If your shoes have been custom molded for you, special customized shoe trees can be made to fit your custom-molded shoes.

When traveling, use shoe bags or wrap shoes in a soft material. This protects the leather from scratches.

When needed, send or bring your shoes to Eneslow for quality repair and recrafting.

Eneslow cares about you, your feet and your footwear. 🌿

Go Lite. The New Kalsø-Lite™ Collection



To morning yoga class. To the natural food store. To the airport. Wearing Negative Heel™ Technology™ with our innovative flexible bottom, the new Kalsø-Lite™ Collection lets you 'fly' anywhere while aligning the spine and pelvis, and enabling you to burn calories.

earth
DIFFERENT. LIKE YOU.

EarthShore is a registered trademark of EarthShore LLC. © 2006 EarthShore LLC. All rights reserved. EarthShore LLC is a registered trademark of EarthShore LLC. All rights reserved. EarthShore LLC is a registered trademark of EarthShore LLC. All rights reserved.

**RUGGED.
WATERPROOF.
AND BUILT
TO LAST.**



The Timberland® Torrance

SMART
COMFORT SYSTEM

Available at:



Timberland® Make it better.™

Timberland, ®, Make it better, Smart Comfort and the Smart Comfort logo are trademarks or registered trademarks of The Timberland Company. ©2006 The Timberland Company. All rights reserved. FMK32507

So, You're thinking About Becoming A Pedorthist (C.Ped.)



Being a Board Certified Pedorthist provides one with the tools to have a career helping people stand, walk, run, and live better. The CPed credential is recognized by the medical community and the government as an allied healthcare profession. One gains the confidence of local referring physicians and health providers. CPeds help provide optimum patient outcomes and upgrade the standards of foot healthcare delivery. Patient loyalty and referrals increase when people receive superior foot health and overall well-being. Pedorthic treatment has been proven to provide incremental benefits, particularly when added to other treatment protocols.

Why pedorthics, and why now?

Americans are living longer, are more

active and are overweight. They also earn more, and have more disposable income. As they get older Americans want to maintain the level of activity they had when they were younger. This begins with their feet.

Women, in particular, spend many years abusing their feet in high heels and short and narrow shoes. In the past, surgery was the only option. Pedorthics is becoming a better first step to perhaps avoid the need for surgery. After surgery, the foot is in need of pedorthically designed footwear to prevent the risk of recurrence.

What is Pedorthics?

Pedorthics is the art of providing appropriate footwear and related devices to allow individuals to walk with better balance to their feet and their body. Thus pedorthics is for everybody. Unfortunately, most people have never heard of pedorthics, and there are fewer than 3,000 CPeds in America. That is why the opportunity for pedorthics is so great. Each and every community needs a pedorthist..

Pedorthics can be practiced in a variety of settings. It can thrive in a retail shoe setting, a shoe repair facility, a pharmacy, a mobile van for at home delivery, or in a professional clinical environment such as a doctor's office. It is estimated that there is a need for 10,000 more pedorthists in America. Employers and healthcare professionals desire to have a pedorthist on their staff. Entrepreneurs can build profitable businesses in pedorthics.

What is a Certified Pedorthist (CPed)?

A Board Certified Pedorthist (CPed) is a trained individual who has the knowledge and experience to fit, and if necessary modify footwear and orthotics in accordance with medical prescriptions for the treatment of disease, injury, or deformity. The CPed is credentialed by the American Board for Certification in Orthotics, Prosthetics and Pedorthics (ABCOP.ORG)

Why should I become a Board Certified Pedorthist?

Becoming Board Certified demonstrates a level of competency in the fit and modification of footwear and related devices. It communicates to health professionals and the public that one is qualified to help prevent and ameliorate mechanically induced foot and lower extremity disorders. Choosing a career as a CPed also has significant financial opportunities due to the need for trained pedorthic professionals.

Where can I practice once I'm certified?

Once certified you can utilize your skills in a variety of areas including retail and specialty shoe stores, physician's offices, hospitals, nursing homes and medical centers.

What Does The Pedorthic Pre-Certification Course Teach?

You will learn how to:

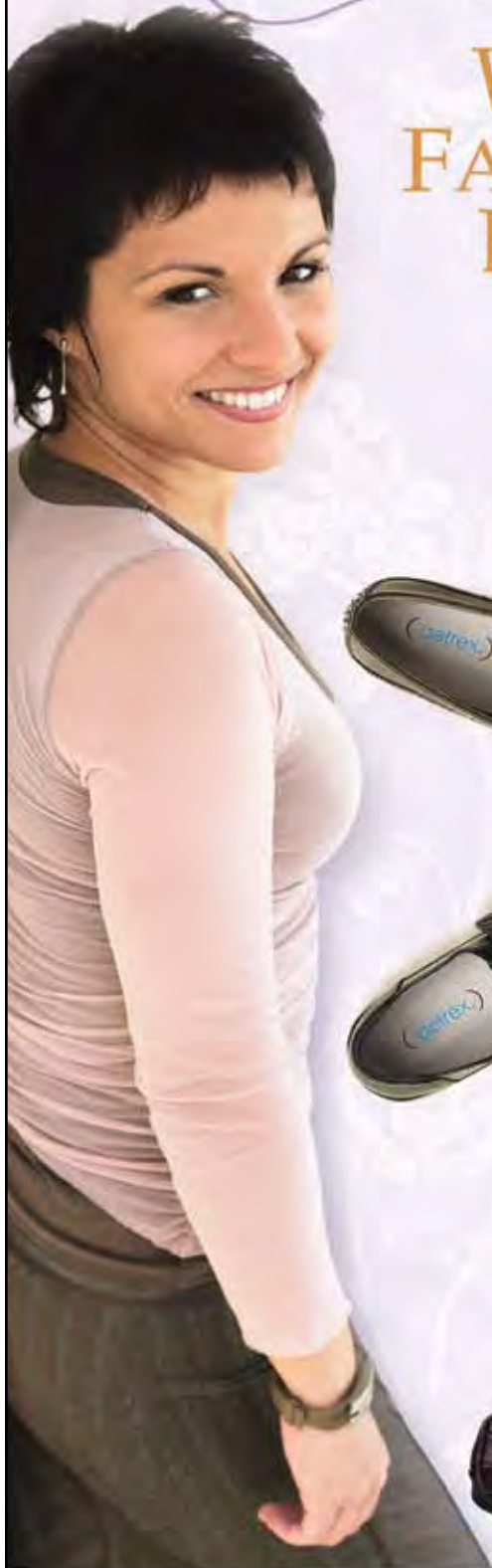
- Cast, modify and fabricate internal and external shoe modifications and foot orthoses.
- Fit footwear and related devices, both functional and accommodative, for foot and lower extremity disorders.
- Select and fit footwear for optimum comfort & fit.
- Evaluate and pedorthically treat common (and not so common) disorders of the foot, ankle, leg, knee, hip, and back.
- Understand the etiology, diagnosis and pedorthic treatment of rear, mid and forefoot disorders.
- Accurately evaluate & manage leg length discrepancies.
- Choose appropriate footwear and modifications to treat athletic injuries.
- Dispense shoe modifications and orthotic devices through an understanding of purpose, function and application.
- Cast, measure, and dispense custom footwear and orthotics.
- Conduct a pedorthic assessment, gait analysis, and biomechanical evaluation.

Hands-on training is practiced each day. Technical and clinical practice sessions make this a truly unique and practical educational experience. The course includes a comprehensive CD-Rom of all information presented, as well as invaluable educational handouts for further study.

The Clinical Training Program In Pedorthics Covers

1. Pedorthic Assessment, gait analysis and biomechanical evaluation techniques
2. Prescription Writing
3. Pedorthic Management of Lower Extremity Disorders
4. Footwear
5. Shoe Modifications, Internal & External
6. Anatomy*
7. Pathology of Disease*
8. Orthotics
9. Practice Management*
10. Patient Management*

THE AETREX
Essence
Collection
WHERE FASHION & FUNCTION
BECOME ONE




aetrex[®]
aetrex.com/essence

Experience Aetrex Customized Comfort
a whole new way!



CAREERS at ENESLOW

Interested in a career with the top pedorthic retail facility in New York?

Eneslow is always seeking out dependable, highly motivated and energetic team players to join our pedorthic sales and customer service team in both the Manhattan and Little Neck stores.

Pedorthic Retail Sales Personnel

As part of our Eneslow pedorthic sales team, you will be responsible for fitting, selling and dispensing ready-made and custom shoes, modifications to shoes, foot and ankle orthotics, socks and stockings, and foot aids. The emphasis is on items that provide benefits related to fit, quality, utility, versatility, durability, etc. It is Eneslow's goal to help people improve their posture, balance, alignment, circulation and gait to improve the quality of their lives. Eneslow is committed to provide the highest level of customer service and satisfaction.

Your essential duties and responsibilities include but are not limited to the following:

Meet and greet customers; determine customer's needs; provide footwear and other pedorthic solutions and recommend appropriate complimentary merchandise.

Conduct pedorthic assessment; fill doctor's prescriptions; provide information and benefits using a variety of pedorthic modalities

Participate in the merchandising and maintenance of the showroom/sales floor.

Stockroom responsibilities include maintaining an organized in-stock inventory; keeping prices current on all merchandise; informing management of product opportunities.

Work with and in Eneslow's pedorthic lab to provide custom and customized solutions.

Candidates must be enthusiastic, eager to

learn about pedorthics and capable of working in a fast paced environment. The following experience provides a basis for quick learning and productivity:

Compensation is highly competitive; a weekly draw plus commission based on monthly sales, gives you the opportunity to earn top dollars.

Customer Service Personnel

As part of our customer service team, you will be responsible for meeting and greeting customers, ringing sales, keeping track of pertinent patient and customer information, contacting prescribers and other allied health-care professionals, and providing the highest level of customer service and satisfaction.

Candidates must be enthusiastic, organized team players capable of working in a fast paced environment. Candidates must have experience in customer service; retail and cashier experience a plus. Compensation and benefit package depending on experience.

Stockroom Manager

Be a part of Eneslow behind the scenes. Stockroom manager's responsibilities include maintaining an organized in-stock inventory; keeping prices current on all merchandise; informing management of product opportunities.

Buying and Merchandising Dept.

Work with our buyers and store managers to help improve Eneslow's bottom line. Responsibilities includes managing inventory by monitoring sales and inventory ratios. Merchandising responsibilities include creating display presentations in window and in store, just to name a few.

Custom Department

Become a pedorthic technician. Create and modify shoes & orthotics under the guidance of our Master Orthopedic technicians.

Doctor Detailing Medical and Community Outreach

Highly motivated, experienced sales and marketing professional who can help us grow our current and potential relationships with our doctors, healthcare professionals, and the community. These duties include visiting doctors, attending health fairs, trade shows, and working with the marketing and design department to create new materials to further bolster our business. This candidate will develop and use pedorthic skills to achieve goals. Competitive benefits to qualified individuals.

Website Designer & Programming

Update and maintain website daily. Send out email blasts weekly. Add more content to the website. Develop an e-commerce business. Build a unique on-line entity that renews itself and builds clientele. Create signs and posters for in-store use.

Buying and Merchandising Department

Work with our buyer and store managers to help improve Eneslow's bottom line. Buying responsibilities include sales and inventory tracking, fill-ins and special ordering. Merchandising responsibilities include maintenance of window and in-store displays.

Eneslow Pedorthic Institute (EPI): Program Director Distance Learning, Shoe Fitter Course, Etc.

The Program Director oversees and coordinates the Eneslow Pedorthic Institute (EPI) education and training program. Duties include creation and management of each program's curriculum, faculty, administration, credentialing, marketing, and financials. On-site and distance learning programs are included. Team players only, may apply.

If you are interested in a career at Eneslow, please send your resume to careers@eneslow.com

Eneslow is an Equal Opportunity Employer



ENESLOW SPRING/SUMMER 2007 EVENTS

2007 Eneslow Pedorthic Institute Education Calendar (May to December)

May 16 to 17, 8 AM to 6 PM: Therapeutic Shoe Fitter Certificate Course (ABC, BOC, NIPCO)

May 17 to 20, 8 AM to 6 PM: Pedorthic Pre-certification Course for NYCPM Fourth Year Students (ABC)

May 23, 5:30 to 8 PM: "How to use orthotics and footwear to enhance balance, posture, and gait" Sponsored by the 23rd Street Association, Manhattan Chamber of Commerce and Aetrex Worldwide. Open to the public

June 20, 6 to 8 PM: "The use of MBT Physiological Footwear to improve balance, posture, and gait"

Sponsored by the 23rd Street Association, Manhattan Chamber of Commerce and MBT Physiological Footwear. Open to the public.

July 30, 9 AM to 5 PM: One -day pedorthic exam preparatory review for ABC C. Ped. exam

October 8 to 9, 8 AM to 6 PM: Therapeutic Shoe Fitter Certificate Course (ABC, BOC, NIPCO)

October 8 to 23, 8 AM to 6 PM: Pedorthic Pre-certification Course (ABC, BOC)

On-going Wednesdays 9 to 10 AM: Pedorthic training for Eneslow staff and invitees (RSVP)

TRUNK SHOW DATES:

Eneslow's Trunk Shows are designed to offer helpful information on various shoes, techniques and training from our associated vendors. You are join us, to learn from us and even enter chances to win raffles.

VENDOR	Park Avenue S	Little Neck
AETREX	5/23	TBD
ALLEN-EDMONDS	5/19	TBD
ARA	5/4	5/5
BEAUTIFEEL	4/28	TBD
DANSKO	5/17	TBD
DUREA	5/26	TBD
EARTH	4/27	TBD
ECCO	5/11	5/11
HELLE COMFORT	4/20	TBD
KUMFS	5/19	TBD
MBT	6/20	TBD
MEPHISTO	6/14	6/15
MERRELL	4/25	TBD
MUNRO	5/10	5/3
Oh! Shoes	5/5	TBD
RIEKER	5/12	TBD
ROCKPORT/Itravel	6/9	TBD

Please call for additional Trunk Shows or visit www.eneslow.com for future dates.

CLOSED
May 28, Memorial Day
July 4, Independence Day

For an Eneslow Shoe Modifications Catalog and Price list please call us at 212.477.2300 or 800.ENESLOW (outside the US) or visit our website at www.eneslow.com/shoemods

**Visit our Little Neck location conveniently located at 254-61 Horace Harding Expressway Off Exit 32 L.I.E Little Neck, NY 11362
Tel: 718.357.5800
Fax: 718.357.0531**



470 Park Avenue South
New York, New York 10016-6819

PRESORT
STANDARD
U.S. POSTAGE PAID
NEWARK, NJ
PERMIT NO. 625