



Common Myths Regarding Feet and Footwear

Myth #1. *The foot is inherently misshaped. The way to correct foot problems is by utilizing orthotics, or undergoing surgeries.*

Myth Dispelled. Look at the foot of a young child. You will notice that the toes are spaced apart. This foot is naturally designed for optimal balance and gait. These spaced toes, along with the ball of the foot and the heel, provide an optimal base of support for the arch. If the foot maintains this shape, optimal stride is preserved through old age. This is what is seen in societies that go barefoot or wear predominantly flip-flops. In industrialized societies however, people spend a life time wearing rigid shoes, which inevitably leads to a change in foot shape. This is what leads to foot, ankle, knee, and other muscle and joint problems. So **the foot is NOT naturally misshaped.** In most cases, it starts out just right. The way to address these problems then, is not through use of orthotics or surgeries, but by **allowing the foot to return to its natural form, with level forefoot and heel, and with strong, spread toes.**



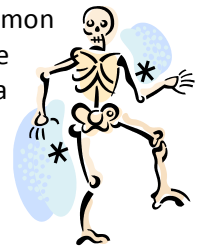
Myth #2. *Athletic shoes are good for feet, because they are flat, they absorb impact, and they support the heel and arch.*



Myth Dispelled. Many people know that high heels are more about fashion than being orthopedically-sound for walking. But what is wrong with athletic shoes? **Even athletic shoes elevate the heel, extend the toes, and pinch the toes together.** Instead of enhancing performance, **this actually compromises the natural gait,** leading to chronically tight extensor muscles and toes that structurally change so that they are crunched toward the midline. **The foot functions best as a barefoot, that is, when the heel and forefoot are completely level, and the toes are allowed to flex, extend, and spread.**

Myth #3. *Foot problems and musculoskeletal problems (such as osteoarthritis) are just a natural part of the human aging process.*

Myth Dispelled. It is often heard “I can’t run/walk/stand any more. It’s because I’m getting old.” Foot and musculoskeletal problems are astoundingly common in our modern society. But in fact, they are NOT a natural part of the aging process. Rigid footwear, for reasons explained above, plays a much bigger role in physical degeneration than most people realize. And it is a much bigger player than the aging process. **In societies that do not use this rigid footwear, people do not suffer with arthritis, foot problems, and other musculoskeletal problems, even well into old age.**



(more myths on the next page!)

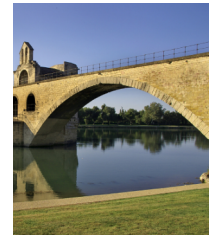
Myth #4. *Athletic shoes, especially the expensive ones, are designed by physicists or engineers and are designed to optimize movement while maximizing comfort and foot health.*



Myth Dispelled. If only this were true. But the reality, the shoe market is driven by what “looks good” on the shelf and will therefore sell. This is as true of athletic shoes as it is of fashion shoes. While comfort is considered, **foot health is of bottom priority.** Indeed, even when shoe designers are presented with findings that flat, wide shoes are optimal for foot function and health, they do not utilize this information, because such a style is not congruous with the fashionable look. Additionally, considerably more money can be charged for a shoe that boasts “arch support” or “motion control” than for a simple flat shoe. So ultimately, **the very shoes that are supposed to enhance performance actually hinder it by altering natural foot shape and gait.**

Myth #5. *My foot is inherently flat. Or, I naturally have high arches. This is a problem that has to be managed with orthotics or other arch support.*

Myth Dispelled. Contrary to popular belief, in most cases, **the height of the arch is not the issue.** People can have optimal stride with either a high or a low arch. What is important is the base of support. This support is naturally “built in”, with the heel, forefoot, and spaced toes. **If this natural foot is able to walk without the confinement of narrow, rigid shoes, then external support devices, such as “arch support” insoles or orthotics are NOT required.** What a brilliant design!



Myth #6. *Once foot problems are in place (bunions, neuromas, osteoarthritis, etc), there’s no way to correct it except with surgery. The only other option is to manage the pain with anti-inflammatory medications.*

Myth Dispelled. Most foot and musculoskeletal problems can be treated WITHOUT surgery or pharmaceutical drugs. The approach is to simply return the foot to its natural shape and allow it to function in the way that it is naturally designed. **Correct Toes helps to return the foot to its natural shape,** thereby un-doing the damage caused by rigid, narrow, poorly shaped shoes. **It is a non-invasive method** that treats the **underlying cause** of dysfunction and thereby provides a long-term solution. Using Correct Toes in appropriately wide, flat shoes restores natural foot function, and therefore alleviates associated foot and musculoskeletal problems.

Correct Toes position the foot in the optimal way that was intended by nature. By allowing the foot to function naturally, foot and joint problems are treated and avoided, and people are able to walk, run, jump, dance, and stand well into old age.

The philosophy is sound and scientifically supported, and clinical experience proves its efficacy. Try it for yourself and your clients!