

# Which are you?

## High Arch



High arches result from excessively tight muscles in the feet. When wearing Step Forward Orthotics your muscles will develop, and over time the arch will flatten a little, becoming more like an ideal arch.

## Perfect Arch



Perfect arches carry weight more evenly over the length of the foot. They generally suffer less from over-pronation and from over-supination. This is the shape of Step Forward Orthotics, giving your feet the ideal template to copy.

## Flat Foot



Flat feet result from excessively loose muscles in the feet. When wearing Step Forward Orthotics your muscles will develop, and over time the arch will rise a little, becoming more like an ideal arch.

# Get a pair today!

- You will find Step Forward at many shows & exhibitions. Try them for yourself. No pressure or obligation to buy them.
  - You can visit one of our many Clinical Consultants. These doctors, chiropractors and therapists will order a pair for you after taking your foot print.
  - To buy a pair if you cannot get to a show or a Consultant, please email or call the Step Forward office. We have other options.
- Check "Where to buy" on our website for contact information.



*"My feet feel better using Step Forward Orthotics compared with any other orthotics." (chiropractor) "For the first time I can walk without pain." "They are insoles that not only act as proprioceptive stimulators but which, being also elastic, train the intrinsic musculature of the foot. At every step, the foot actively takes up the ideal anatomical shape given by the orthotic." (orthopaedic surgeon). "I have previously had three made-to-measure orthotics that did not stop me getting plantar fasciitis and other foot pain. Since using Step Forward, I have climbed Mt Kilimanjaro (which seemed only a dream as my feet were so painful) and walked 800km along the Camino de Santiago. "Thank you Step Forward. You have changed my life." "A simple solution to a complex problem." "My wife's bunions have improved greatly. My neuroma has now stopped." "I wear them always – for competitive dancing and general wear." "We would not consider going back to custom-made orthotics." "I used to have very sore heels. After 10 days of breaking in Step Forward Orthotics, I had no pain and I've been pain free for 12 months now."*

Visit our website for the full stories and other testimonials.

# Active Foot Correctors

## Do you have Pain?



### Bunions?



### Heels?



### Knees?



### Back?

**Misaligned feet can be a cause of pain in the heels, back, knees, arches, toes, ankles, hips & shoulders.**

## Step Forward Orthotics [www.stepforward.nz](http://www.stepforward.nz)

Email is best: [info@stepforward.co.nz](mailto:info@stepforward.co.nz)  
 Postal: PO Box 19122, Auckland 1746  
 Phone: (09) 88 44 132



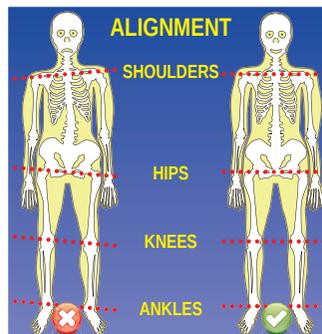
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**As used by physiotherapists, doctors, chiropractors, osteopaths, therapists, and many other health care professionals around the world.**  
**Made in USA since 1974**

# Features & benefits



When foot posture is incorrect the entire body structure is incorrect. Weak arches or misaligned bones can lead to painful conditions throughout the body including feet, knees, hips, back, neck and shoulders.

The foot will change its shape according to what supports it. Most arch supports are made to fit the unbalanced or troubled foot. They are mere **static foot supports**.

Step Forward Orthotics are made in the shape of an ideal foot so that your foot will re-shape to the orthotic. This corrects the foot. Step Forward Orthotics are highly proprioceptive, **active foot correctors**.

Hundreds of thousands of people throughout the world wear Step Forward Orthotics. They are sold by doctors, physiotherapists, chiropractors, osteopaths, sports trainers and other therapists.

**Try our orthotics today.  
You and your feet will feel better!**

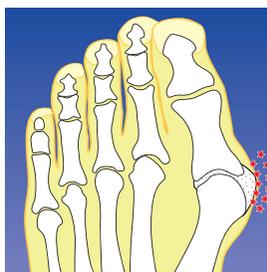
- Support all 3 arches = Ideal support & alignment
- Intrinsic metatarsal dome = Help resolve forefoot issues
- Align knees, hips & back = Benefit not just the feet
- Light and flexing = Comfortable to wear
- Won't break, crack, split = Guaranteed 10 years
- Swap from shoe to shoe = Only one pair needed
- Fit 90% of footwear = No need for new shoes
- Increase circulation = Good for diabetics
- Strengthen the foot = Long lasting benefits
- Used by athletes = Better performance
- Non absorbent = No odour
- Hypoallergenic = No negative reactions
- Made in USA = Quality & reliability
- Excellent customer care = Help & support

## Step Forward Orthotics will:

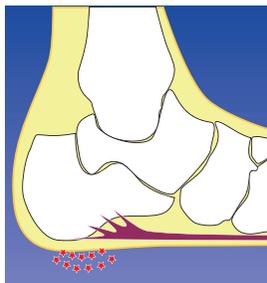
- Align and support the bones in your feet, **and**
- Exercise and strengthen the muscles in your feet.

Together, these two things will train your feet to return to the correct shape. Problems caused by misaligned feet can be expected to improve.

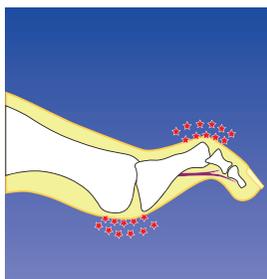
# Common foot ailments & alignment issues



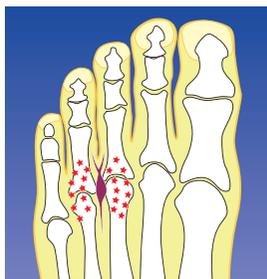
**Bunions: *Hallux Valgus*.** An inherited way of standing and walking can push the big toe across towards the other toes. Calcium builds up at the joint to form a lump. Using our orthotics and a simple exercise, many people have found relief and progressive straightening, without surgery.



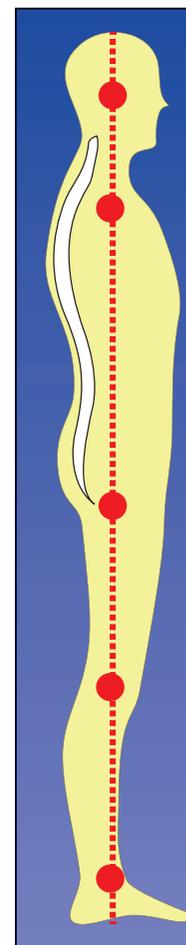
**Heel Pain:** Pain under the heel when you first rise from bed or get up from a chair, is often ***plantar fasciitis***. This is a chronic inflammation of the plantar fascia, a ligament-like structure that runs from heel to toes. The inflammation is caused by the fascia partially pulling away from the heel. ***Heel spurs*** (calcium deposits) may then form. Most treatments are for the symptom. Our orthotics focus on the cause of the condition by developing the muscles and fascia.



**Hammertoes:** The middle of the toe rises up and the tip of the toe points down. It normally affects only the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> toes. It is commonly associated with a dropped transverse arch (too much pressure under the ball of the foot). Our orthotics raise the transverse arch and, with a gentle exercise, many people have found relief and slow progressive correction.



**Neuromas:** Also known as ***metatarsalgia*** or ***neuropathy***. It is a feeling of burning, numbness or pain in the forefoot, often between the 3<sup>rd</sup> and 4<sup>th</sup> toes (called a ***Morton's neuroma***). It develops when the nerve between two metatarsal heads is pinched and bruised. It is more common with runners & dancers, or those with a dropped transverse arch or tight shoes. Our orthotics raise this arch to eliminate the pinching. This can alleviate the condition.



**Knees & Ankles:** These are hinge joints. If the foot rolls in and out as you walk, your ankles and knees are going to suffer undue wear and tear. Most orthotics have medial arch support, but very few have significant lateral arch support. Step Forward supports all three arches.

**Lower Back:** Back pain is very common and much of it is a result of poor posture. The moment you stand on Step Forward Orthotics you'll immediately feel your posture improve.

**Sciatica:** This is generally felt as a pain down the outside of the legs. People who have both a lower back condition and who hyperpronate are more likely to develop sciatica.

**Pelvic Alignment:** Many problems can result if the pelvis is tilted or rotated. Examples include functional leg length difference, scoliosis or pain in the lower back, hips or thighs. Many therapists have reported good results in correction of these problems simply by wearing Step Forward Orthotics.

**Calluses & Corns:** Calluses (usually under the heel or the ball of the foot) are the result of too much pressure. Corns are more localised hard lumps (usually around the toes) due to pressure and rubbing. All these can be expected to improve when wearing

Step Forward Orthotics.

**Other Conditions:** Over the years (since 1974) we've had testimonials from customers and doctors about an incredibly long list of conditions. You are welcome to ask about conditions not mentioned here.

**Medical Advice:** Symptoms can be due to a wide range of causes. Only a qualified medical practitioner can diagnose your condition. This brochure explains how Step Forward Orthotics can be helpful in many situations, but must not be taken as medical advice.

