

# June 2011 Newsletter

## “Reply for FREE Crocs!”

### **CONGRATULATIONS CHIEU L!**

Congratulations to Chieu L.! He is the winner of our May Give Away: a **FREE Running Kit**.

*May Give Away Question:* What can cause shin splints?

*May Answer:* Shin splints, which are painful and appear at the front and inside of the leg, are often caused by running on hard surfaces, over striding, muscle imbalance, or overuse. Shin splints can also be related to the shape and structure of your feet.

**YOU** could be our next big winner. Dr. Lockwood wants to reward our readers with FREE product, EVERY month! HFAA is giving away 1 **FREE pair of Crocs Rx** for the month of June! **All you have to do is reply to this e-mail with the correct answer to the question listed at the bottom of this newsletter to be entered to win.** One lucky winner will win the prize. The answer can usually be found in the context of the newsletter itself. So, good luck and get reading for your chance to win a FREE pair of Crocs Rx!

### **That's No Croc!**

You have all heard of them and seen the eccentric colors of possibly the largest shoe sensation to hit the market: Crocs. But, did you know there are two Crocs models- regular Crocs and Dr. Lockwood's favorite: Crocs Rx.

Crocs Rx are ideal for people with diabetes, circulatory problems, foot deformities, plantar fasciitis, heel spurs, bunions, hammertoes, or heel pain. One of the main differences between Crocs Rx and regular Crocs is the anatomy of the shoe itself. First off, Crocs Rx are made of foam called Croslite, which warms and softens with body heat and molds to the users' feet, all while remaining extremely lightweight. Crocs Rx provides ample toe room, deep and supportive heel cups and secure rear strap. The loose fit aids in preventing pressure points or rubbing spots. The CrocsRx stable foot bed prevents wobbling and excessive pronation -- in which body weight falls on the inner edge of the sole, causing ankle, knee and low-back pain.

In some cases, Crocs Rx can even be used for post operative shoes, such as those undergoing bunion, hammertoe or other foot surgery, because the patient can go right into them post-operatively, bandage and all.

Crocs Rx has awards and certifications supporting their reputation. They have been awarded the APMA (American Podiatric Medical Association) Seal of Acceptance. The shoes have also been certified by United States Ergonomics, which Crocs Rx paid to test their capacity for efficient and safe use. In a study in which participants wore both Crocs Rx and the most comfortable footwear they had in their own closets, Crocs Rx caused less muscle fatigue and foot pressure.

HFAA offers a special promotion code you can use to receive **20% off any Crocs Rx order!** Stop by to pick up an informational brochure and obtain the promotional code to get 20% off your new favorite summer shoe!

### **Summer Foot Care:**

Summertime is here and so are sunny days spent splashing in pools and relaxing on the beach. As many vacationers know, summer can cause some extra wear and tear on the body. Educated consumers usually protect themselves by purchasing sunscreen, lip balm, and sunglasses. But many will forget to look after the most important and neglected part of the body- the feet.

Dr. Lockwood recommends the following key tips on how to protect yourself, especially your feet, from salt water, sand, and other summer scares:

- 1) Remember to apply sunscreen to feet, especially the tops and fronts of ankles. Don't forget to reapply if you're in the water!
- 2) When out of the water, wash and dry feet thoroughly, especially between the toes, and apply a topical anti-fungal medication on any cracked or itchy skin. Clean, dry feet resist disease.
- 3) Pass up sharing towels to avoid developing athlete's foot and other diseases that can easily be spread.
- 4) Take special care of toenails, which are especially vulnerable around damp areas. Injury to the nail bed may make it more susceptible to infection so make an appointment at first sign of discoloration or infection.
- 5) To avoid toe and ankle injuries, wear shoes that are specific to the activity or sport you're participating in. Never play Frisbee in sandals and be sure to wear boots or gym shoes when working outside and mowing the lawn.
- 6) Give yourself plenty of time to break in new shoes before going on trips where you'll be doing lots of walking. And when trying on new shoes, make sure you have on the same socks you plan on wearing with them.
- 7) When in the ocean, be cautious of jellyfish that often bite at feet and ankles and sharp coral that can cut the undersides of feet. Keeping sandals or water shoes on at all times is a good idea to prevent stings, cuts, and other injuries.
- 8) Watch out for prickly sea urchin spines when taking walks on the beach. Avoid walking barefoot; wear an old pair of running shoes or flip-flops to protect yourself from jagged rocks, shells, spines, and debris that could float ashore.
- 9) And most importantly, swim, walk, and enjoy the summer!! Walking is the best form of exercise for your feet and swimming is a great alternative for those suffering from tendinitis and plantar fasciitis, which can make other types of exercise painful.

### **First Step To Pain Relief!**

HFAA is proud to announce 2 new products that will help you achieve pain relief sooner and easier!

The Foot Roller is used to provide temporary relief from pain associated with plantar fasciitis, heel spurs and tired feet. Patients with plantar fasciitis can use the roller as a device to stretch the plantar fascia and increase flexibility. Those experiencing soreness from tired feet will find the massaging benefits of the roller pleasant and therapeutic. In all applications, the Foot Roller can be chilled or frozen to help reduce inflammation.

Highlighted Features include:

- Made of supple natural rubber - slip resistant and won't scratch floors. Easily cleaned with a disinfectant spray.
- Ridged design - increases pressure points to deliver enhanced foot massage.
- Hollow core - helps match the foot's contour creating a snug, custom feel.
- Can be chilled or frozen - cooling prior to use aids reducing inflammation.
- Complete with instructions - includes instructions for Foot Massage and Big Toe Stretch.
- Small and lightweight - portable and travel friendly

The First Step to Foot Relief Box contains all the tools you need to relive foot pain! This all-in-one box includes:

- 1 Foot Roller which provides massage and cold therapy
- 1 Thera-Band Professional Resistance Band (red) which assists with stretches and strengthening exercises
- 1 Biofreeze Roll-On (the #1 clinically used and doctor recommended topical pain releaver) which provides temporary relief of pain. The roller ball allows a massage-like application directly to the affected area (such as the plantar fascia for heel pain)
- 1 Instruction Insert with step-by-step instructions and pictures to guide you through at-home treatment plan.

Both products are available for purchase in our office during normal business hours. The Foot Roller is \$15.15 and the First Step to Foot Relief Box is \$35.35. Stop by today to get fast foot relief!

### **Upcoming Events:**

#### **What Women Want NOW! Expo**

- Saturday September 17, 2011

- 9am-3 pm

- U.S. Cellular Coliseum, 101 S. Madison St Bloomington, IL

Attend the second annual What Women Want NOW! Expo to get great freebies, hear informative speakers, and get everything a woman wants- NOW! Last year's expo included a Twilight celebrity, Jill Cataldo- "The Coupon Queen", and Dr. Lockwood's 'Feet First' presentation. Stay tuned for more information on what this year's expo will offer!

### **Step Out Walk to Fight Diabetes**

- Saturday October 1, 2011

- 9am-noon

- White Oak Park, Bloomington, IL

Did you know that 1 in 3 children in the United States faces a future with diabetes? The American Diabetes Association works everyday to change the frightening future that diabetes has in store, but we need your help. Together we can stop diabetes. Take the first step today by registering to walk in our local Step Out: Walk to Fight Diabetes event. Every step you take and every dollar you raise helps the American Diabetes Association provide education programs in our community, protect the rights of people with diabetes and fund critical research for a cure. Walking is one of the easiest, most relaxing forms of exercise for many people, but especially for those living with diabetes. By participating in Step Out: Walk to Fight Diabetes, you can get fit, reduce your risk for type 2 diabetes and support the American Diabetes Association!

HFAA is proud to be active in community involvement. If you have an event you would like HFAA to be a part of, please e-mail our office manager Sam Fowler at [sam@heartlandfootandankle.com](mailto:sam@heartlandfootandankle.com).

### **Become a Fan of HFAA:**

Did you know you can follow HFAA on Facebook, Twitter, and on our blog? Click below to check us out online!

Become a fan of HFAA on facebook.

Check out our 'tweets' on twitter.

Read our informational blog.

Or, visit our website anytime to learn more about podiatric care, to schedule an appointment, or to find out about upcoming events.

### **Reply for FREE Crocs!**

Thanks for reading our monthly e-newsletter. Dr. Lockwood wants to reward our readers by giving away FREE product each month. This month, we are giving away a free pair of Crocs Rx. All you have to do is reply to this e-mail with the correct answer to the question below to be entered to win!

Question: Who are Crocs Rx ideal for?

Good luck!