



Arch is up; plantar fascia is relaxed.



Arch is collapsed; plantar fascia is taut.
Note elongated shape of the foot compared to illustration above.

Only Foot Solutions Exclusive Custom Biomechanical Arch Supports™ give your feet that custom, fit-like-a-glove support!



Let us help you learn more about your body so that you can do what it takes to stay healthy and pain free.

Exclusively available at



AREA LOCATIONS

Please call for an appointment



www.footsolutions.com/mequon

- Great, Supportive Shoes
- Custom Shoe Insert Experts
- Certified Pedorthists on Staff

10918 N Port Washington Rd, Mequon

Exit 85 off I-43N

(South end of Mequon Pavilions next to Sendik's)

262-241-FOOT (3668)

Mon - Fri 10-6, Sat 10-5

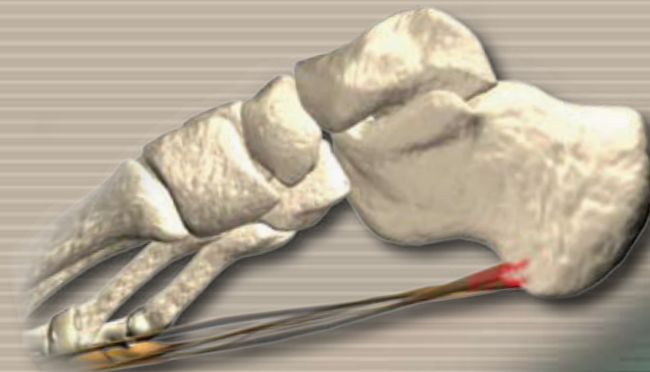
To find the store nearest you, call 1-888-FIT-FOOT or visit us online at www.footsolutions.com



FOOT SOLUTIONS

Custom Biomechanical Arch Supports

The Truth About



Plantar Fasciitis



This brochure is provided to offer a general overview on this topic and may not apply to everyone. To find out if this handout applies to you and to get more information on this subject, talk to your doctor or podiatrist and a Foot Solutions foot specialist.

What Is It?

Plantar Fasciitis (*pronounced plan-tar fash-ee-eye-tis*) is a common cause of heel and foot pain in adults. "Plantar" means the bottom of the foot, "fascia" is a type of connective tissue, and "-itis" means "inflammation".

The classic symptoms of plantar fasciitis include heel pain that is usually most severe first thing in the morning. This condition is characterized by inflammation at the insertion point of the plantar fascia on the heel bone. Plantar fascia is a layer of tough fibrous tissue that runs along the bottom of your foot and supports your arch. This is one of the longest and strongest ligaments in the body.



As the plantar fascia pulls on the heel, your body will respond by laying down more bone in the area. This can be seen on an x-ray and is known as a heel spur.

How did I get it?

Primarily, plantar fasciitis is caused by progressive flattening of the arches over time. Other common contributors to this condition include: lack of flexibility in the calf muscles, changes in activity levels, overuse and weight gain. When your arch drops, the plantar fascia begins to tear away from its insertion at your heel. When this happens over a long period of time, it can overcome the body's ability to repair itself.

How is it addressed?

There are two main concepts in helping plantar fasciitis: 1) the decrease of inflammation, and 2) addressing the cause of the condition.

Stretching and Exercise: Stretching exercises are aimed at lengthening the plantar fascia in an attempt to lessen the pull on your heel. Increasing the length of the calf muscles is a very important part of any treatment. Tightness in this muscle group can cause excess pronation (arch drop), which may contribute to plantar fasciitis.

Anti-Inflammatory Agents: Ice and oral anti-inflammatory medications may provide temporary relief from the pain of inflammation. Although these may relieve your pain temporarily, they are not helpful in addressing the underlying causes of your condition. We recommend discussing your situation with your doctor or podiatrist.

Night Splints: A night splint is a device worn at night to prevent contraction of the plantar fascia and maintain calf flexibility. This will usually lessen the "first step in the morning" pain and relieve symptoms temporarily. They can be uncomfortable to wear for some, but generally provide some relief.

Corticosteroid Injections: This involves the injection of a steroid directly into the heel and site of inflammation. Usually reserved for intractable or difficult cases, this may provide more relief than oral anti-inflammatory medications. Talk to your doctor about the indications and risks for this treatment.

Extracorporeal Shock Wave Therapy: A high or low-frequency sound wave is delivered to the area in an attempt to speed the healing process. Usually one to three treatments are required, and depending on the intensity of the sound wave, an anesthetic may be used. The outcome of this treatment is unproven, and you should discuss the risks with your doctor.

Surgery: In cases that do not respond to conservative measures, surgical release of the plantar fascia may be a consideration. Cutting the plantar fascia will lessen the pull on the heel but may have long term consequences, including further flattening of the arch. This is because the plantar fascia contributes to about 30% of the arch's stability.

Custom Arch Supports: Properly designed custom arch supports are often the best defense in the prevention of plantar fasciitis and the most reliable long-term solution for existing conditions. A **Foot Solutions Custom Biomechanical Arch Support™**, unlike typical custom arch supports, is designed to completely support the arch of your foot, determined by a unique way of capturing your optimal foot position. A restored arch significantly reduces the daily pull on the plantar fascia by relaxing the "bowstring" function of the fascia. It is the only practical way to address both the symptoms *AND* the cause of your problem.

How Long Will It Take To Heal?

If left alone, plantar fasciitis may take 6 to 18 months to heal. This can be frustrating, interfere with your ability to work and perform other activities, and the problem can return. With **Foot Solutions Custom Biomechanical Arch Supports™** you can expect **50-70% relief** the first month, **70-90% relief** the second month, and **90-100% relief** the third, depending on how consistently the support is used. Consistent arch support use can ensure that the problem does not return.

